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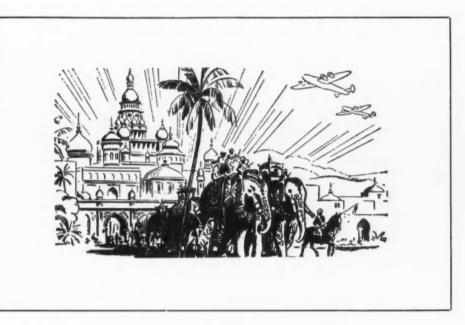


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Established 1906

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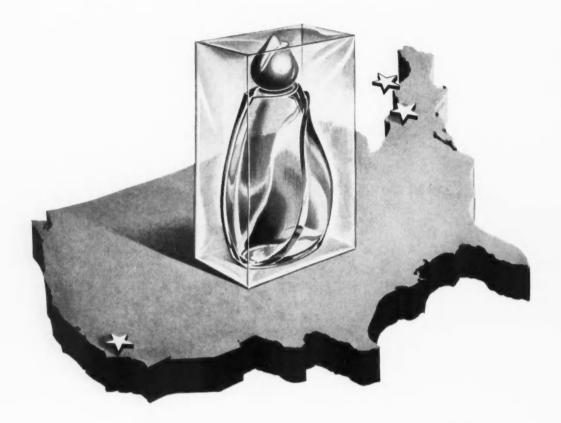
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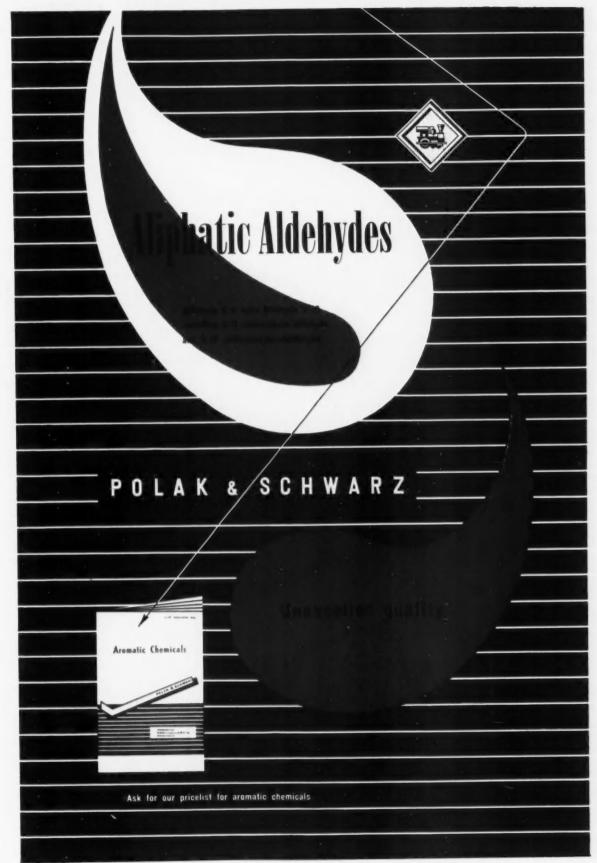
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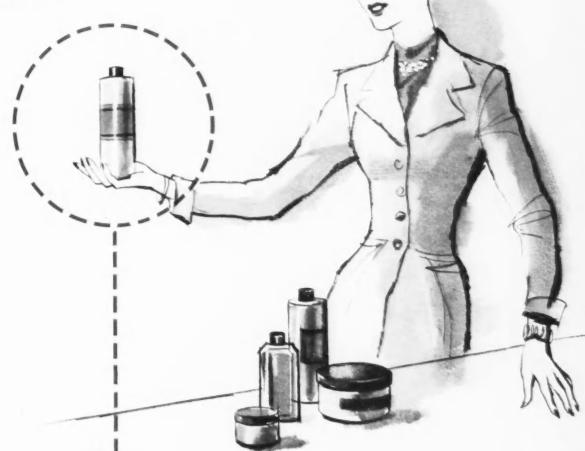
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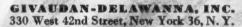
VERSALIDE is a new and uniquely different type of musk—the product of more than two years of extensive research and testing. Its development by Givaudan opens up fresh fields of opportunity for creative perfumery.

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Its versatility is almost unlimited, and its advantages are both numerous and practical. A pure chemical body, not a mixture, it is produced in unvarying quality from readily available materials.

Versalide is extremely economical. It is stable to light, air, heat, alkali, does not discolor soap, is not an irritant or sensitizer to the human skin, and is safe for all cosmetic preparations. It is also useful as an alcohol prefixer.

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*Patent Pending



Leaders in Aromatic Chemical Research

Desiderata

BY MAISON G. DENAVARRE, F.A.I.C.



Salaries

This heading is not being elaborated because you might not go on further. The real subject is teachers' salaries.

As a student still, college faculty are well known to me. Only recently did I learn about their salary plight. Using 1940 figures as 100, the U. S. Department of Labor shows lawyers salaries at 110, industrial workers at 148, physicians at 180, and college faculty at 95, a loss of 5 points on the index.

So what are we getting excited about? We are in the cosmetic industry! Swell. But if college faculty salaries are so uninviting, the faculty shrinks in size due to lack of replenishment. Fewer faculty teach fewer people. The fewer the college graduates, the fewer top people in all phases of the industry that will be trained.

We all know the teachers' problems. The only way we can get action is to start at home. Why not make it a point to put the matter strongly before your own municipal and state groups?

Hair Coloring

A recent survey by Glamour magazine shows that 24 per cent of their survey group want to be blonds. Forty per cent use hair coloring of some kind although rinses comprise 19 per cent of this total, 8 per cent use permanent hair coloring and the balance use "lighteners."

The group served by this magazine are "girls with a job."

Other surveys, depending on the type of readership, show somewhat different results. But they all show an increase in hair coloring sales, mainly in the "rinse" classification. Now hair rinses are far from new, but there are many angles in using the basic principle. You can start with an acid or acid salt as a carrier, and use a combination of certified colors to get a given shade. Another approach it to make an acid liquid rinse. A modern concept is the formation of a rinse into a shampoo. You get coloring as you wash. But this doesn't mean that all the possible forms have been exhausted. An Eastern correspondent recently asked about a hair coloring oil. Well, an oil is not so easy. But it is a challenge.

Scientific Papers

This past May was a boomtime for this writer. The convention of the American Pharmaceutical Assn. in Miami had a host of technical papers, practical and pure science. The practical papers were nothing to get excited about. In general, they reflected too little experimental work. Among the scientific papers were two by Christian on the overall subject of "rare earth metal salts as antiperspirants." Abandoning the radioactive tracer technique described by him previously, Christian described a new method utilizing the living horse as a test animal. Among the rare earths described were the salts of cerium, lanthanum and neodymium.

The following week the T.G.A. Scientific Section had a meeting. To me, the most important papers were those by Kreps and another by Blank. Kreps correlated spectrophotometric methods of sunscreen testing with actual sun tests while Blank, in his alucid manner, just told you what happened to the skin with or without various cosmetic applications.

Flesch also gave a paper, but in my opinion, his introductory state-

ments were arbitrary and not exactly

The following day the Society of Cosmetic Chemists, which is ten years old now, presented a noteworthy symposium on geriatrics which was unusually well attended and presented by several speakers. At luncheon, the \$1000 Special Award for fundamental research related to cosmetic science was given to Dr. Stephen Rothman, who was certainly qualified. Dr. Marion Sulzberger gave the eulogy.

During the morning session, Baker's address on antibiotic vehicles for skin application was good and timely. The subject of films and foams was ably covered by two papers, one by Epstein and the other by Wilson. However, a visitor from England and a member of the British Society of Cosmetic Chemists, Dr. R. Matalon, took issue, on general principles, with U. S. scientists for not recognizing European scienific work. This is a hot subject and could be argued long by one and all. Conrad gave a good paper on acetylated lanolin derivatives, a companion contribution from his laboratory to an earlier paper on propionated lanolin.

All these things only support further the facts that our industry is exceedingly scientific. Today's cosmetic chemist is going to be kept busy keeping up with the latest developments.

Lipstick Sampler

A novel, inexpensive gadget has recently been patented for sampling lipstick and similar cosmetics. It is made of paper and looks like a small lipstick. Low in price, it lends itself to mass sampling. The unit can be made to look expensive by using either gold or silver paper as a finish.



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Questions & Answers

1143: Polyvinyl Pyrrolidone

Q. Referring to the October, 1954 issue of THE AMERICAN PERFUMER, will you be so kind as to advise sources of supply and literature on polyvinyl pyrrolidone and Actamer. Please advise whether the revised edition of The Chemistry and Manufacture of Cosmetics is yet available. Would you also give us the source of supply for organic titanes and water dispersible zinc stearates.

L. O. S., Georgia

A. The sources of supply of the materials you mentioned are sent by separate letter. The Chemistry and Manufacture of Cosmetics is being revised and probably the first of the three volumes will be published in 1955.

1144: Sun Screen Compounds

Q. Our last correspondence with you was in April, 1950, when we were working on a shampoo. I have another problem and hope you can help me out. In the December, 1952 issue of THE AMERICAN PERFUMER, there is an article by W. D. Kumler on the action of sun screen compounds. We have been making a sun screen for the past year in which we used the formula given. We used the identical formula without the sun screen for a hair cream with very satisfactory results. We package both the sun screen and the hair cream in polyethylene bottles and find that after standing a while, the hair cream and the bottle that contains it are both in perfect condition. The bottle containing the sun screen has collapsed and oil seems to be seeping through the bottle, coating the outside. Obviously the sun screen is causing the trouble. On page 428 in the same article by Kumler, several approved sun screen compounds are listed. Our sunscreen contains 5% of 2-ethyl hexyl salicylate. I am writing to ask the source for the other recommended screening compounds and have your recommendation as to which would be, in your opinion, the best H. H. Philippine Islands

A. Polyethylene is a peculiar packaging material and really is not easy to handle at all. We suggest that you replace your present sunscreen with a new crystalized sun screen and try that in your polyethylene bottle. On the other hand, you may find that the bottle still tends to cause collapse and bleeding of oil through the bottle which will then require a change in the basic formula. Mineral oil in a product sometimes is responsible.

1145: Opacity in Shampoo

Q. We have received and used the formula on a liquid cream shampoo which you sent to us. Although we find it effective it is necessary that the shampoo we desire does not have the pearly appearance. Enclosed is a sample of the type of shampoo we desire to make. Any help you can give on this matter will be greatly appreciated.

T. S. W., New York

A. To get opacity in cream shampoo, there are any of a number of ways it can be done. Probably the easiest is to use one of the opacifiers supplied by several companies whose names go to you separately. Alternately, calcium stearates give less pearl than magnesium stearate.

1146: Egg Shampoo

Q. Please send a formula for an egg shampoo. S. IV., New York

A. Generally, these shampoos are based on synthetic detergents, whose pH is faintly acid, and to which is added from 1 to 5 per cent of hydrolyzed dehydrated egg powder, yolk or equivalent amount of whole egg. The shampoo proper could consist of any number of things and the attached is suggested as a formula.

LIQUID CREAM SHAMPOO
Sodium fatty alcohol sulfate 30
Magnesium stearate 1
Polyvinyl alcohol 10% Sol. 20.5
Methyl cellulose 3% Sol. 9
Water 38
Lanolin 0.5
Glyceryl monolaurate 1

PROCEDURE

The magnesium stearate is pasted with the fatty alcohol sulfate, then the

polyvinyl alcohol, methyl cellulose and water are each added separately to make the water phase. The mixture is agitated while heating to 71° C. The oil phase is brought to the same temperature and the water phase is added with agitation. This formulation produces a somewhat viscous milky shampoo with a pearly appearance. The addition of color enhances the pearly effect. The magnesium stearate tends to whiten and increase the viscosity of the shampoo. Both polyvinyl alcohol and methyl cellulose give the shampoo body and tack. To this, work in the egg material replacing part of the water as needed. Then colloid mill the mixture.

1147: Chelating Agents

Q. The article on "Chelating Agents," by Goodyear and Hathorne, in the October, 1954 number interested us very much. We have tried to obtain disodium ethylene-diamine tetraacetic acid but without success. Can you furnish us with the name and address of some company from whom it may be obtained. It may, of course, be sold under a trade name. C. I. L., Illinois

A. You can obtain the disodium ethylenediamine tetracetic acid from either the Glyco Products Company, Inc., or the Geigy Company, New York.

1148: Perspiration Protection

Q. Can you give us any suggestions on a formula for a pomade for protecting the hair against perspiration, steam and dampness after the hair has been curled? B. A. A., Illinois

A. The only thing we can suggest to protect hair against perspiration, steam and dampness after it has been curled is the use of an oil pomade, or aerosol which contains a silicone. There is a question though just how successful that will be. We suggest that you add 5 per cent of the miscible silicone to any pomade you now have for this purpose and use in the usual fashion. Another alternative would be to have an aerosol made by any one of several companies in your area which would contain a sufficient amount of silicone to do the job you have in mind.

1149: Bubble Bath Formula

Q. We would greatly appreciate it if you could furnish us with a bubble bath formula in powdered form for children. P. B. R., Ohio

A. Your best bet for a bubble bath is a mixture of about 25 per cent sodium tetrapyrophosphate and 75 per cent of a sprayed dried fatty alcohol sulfate. Blend the two together and perfume.



Recent Investigations on the

Chromatographic Separation of Terpenes, Sesquiterpenes and Terpenoid Compounds

DRA. NOEMF GARCIA DE NADAL®

HIS is a bibliographical research work—preliminary publication to actual applied research on terpene separation of Puerto Rican essential oils which will be carried out by technical investigations at the College of Agriculture and Mechanical Arts, Mayaguez, Puerto Rico.

I-General Definition of Chromatography:

It is an analytical method for the purification and the separation of organic and inorganic substances. ¹ II—Utilization in terpenes, sesquiterpenes and terpenoid compounds.

- a) separation of terpenes 23456789
- separation of terpenic and aromatic aldehydes 10 % 11 12
- c) separation of terpenic and aromatic hetones
- d) separation of tripertenes 13 14
- e) purification (caretenoid series) 14

f purification of b-ionone 15

III-Type of Chromatography used:

A-Adsorptive Chromatography

1-Chromatostrips 3

a—Definition: fluorescent coated glass strips, prepared by coating a glass strip with a slurry of silicic acid, mixed with starch as a finder and Zn Cd S_2 and Zn silicate as fluorescing agent. It is a combination of paper and column chromatography.

b-Advantage of Method:

1 – michrochromatography – small quantities

2-no heat required

3-rapid

4—Use for determination of the following prior to running the column. 16

a-most satisfactory solvent

b-size of the fraction

c-proximity of one fraction to other

c-Adsorbent



San Juan—Puerto Rico

The silicic acid used as adsorbent should not have more than 5.5% moisture determined by the Karl Fischer reagent. It should be solvent extracted with acetone to remove oily impurities.

d-Solvent-15% ethyl acetate

e-Zone-indicating tests

1-specific functional group-fluorescein bromine-adding Br_2 to unsaturate linkages was used in locating compounds with ethylenic-type double bonds -yellow spots on pink background.

2-fluorescence-adding Zn Cd S2-dark spots

when viewed in ultraviolet light 17

3-o-dianisidine-detection of aldehydes-formation of coloured compounds 18



City of Barranguitas—Puerto Rico

4-sulfuric acid-for compounds which lack reactive groups

5-bromocresol green-detection of acids-yellow spots on a green background 19

6-sulfuric-nitric acid mixture-detection of camphor-black spots on white background.

TABLE 1. Reactivity of Compounds with Various Zone—Indicating Tests²

Compound	Formula	Ultra Violet	Fluorescein Bromine	Concentrated H2 SO4	Concentrated H ₂ SO ₄ - HNO
Limonene	UM2 C	H ₃ -	+	+ Brown	+
- pinene	CH3 CH3	-	+	Brown	+
pulegone		Cm ₃ +	+	+ Yellow	+
Cattydete	CH ₂ -CH ₃	-	+	+Brown	+
Geranio:	CHONGE CHON, OH	-	+	Purple	+
Caryone		CH ₂ +	+	+ Pink	+
p + x ymiene.	сн _з	CH-CH ₃	+ -	-	+
d - Termina	от сн ₃	CH,	- +	+ Green	+
Nopel	CH ₂ ON C-CH ₃		- +	+ Green	+
i-8 -incole	СНД	CH3	- -	+ Green	+
i inhame de b	yde ()	н-сисио	+ +	+ Green	+
пекарти аст	CH3(CH2) CO	юн	- -	-	+
Serpings aces		C-COOCH	- +	+ Brown	+
Camphor	CH3 CCH3		_ _	-	+

f-Utilization-determining purity, adulteration and separation of terpenes.

g-Application-as a rapid method of checking

solvents and adsorbents on larger chromatographic columns.

h-Technique

1-spot mixture at one end of the strip

OX

th

03

in

ai

al

2—develop chromatogram by the aid of capillary attraction by dipping in a suitable solvent.

3-evaporate solvent from strip.

4-indicate zones by spraying with suitable reagents

2-Chromatobar 7

a—Definition—interesting modification of the usual column technique; adsorbent (silicic acid) is mixed with plaster of Paris and poured, after the addition of water, into a suitable mold for obtaining the "Chromatobar" which is a self-supporting column on which the zones can be located by streaking with a reagent.

b-Advantage of method-Eliminates difficulty of locating colorless components without previous extrusion of the column.

c-Adsorbent-silicic acid (80 mesh)

d-Zone location-streaking with a reagent

c—Utilization—separation of terpenes. Example—citral was chromatographed and sprayed with fluorescein—bromine on one side and with O-dianisidine on the other—the position of the aldehyde with ethylenic bonds was determined and separated from other aldehydes.

f-Description of Column

Rigid, self contained column made by a mixture of a suitable adsorbent with calcium sulfate hemihydrate (Plaster of Paris)

3-Liquid or Flowing Chromatogram 8 20 a-Definition-Washing column successively with a series of solvents of stronger and stronger eluting power 16

b—Advantage of Method—higher efficiency and utilization of smaller quantities than fractional distillation as a means of separation and purification.

c-Adsorbent-silicic acid dried and solvent-extracted (acetone and water) to remove oily impurities.

d-Zone location by:

1-evaporation of aliquot of percolate and subsequent determination of melting point and equivalent weights of acids of the residue ²¹

2-change in ph 22 23

3-ultraviolet absorption and ultraviolet absorbency ratios 24

4-changes in conductivity 25

5-polarimetry 26

6-paper chromatography 27

7-changes in refractive index 28

8-chromatostrips 3

e–Utilization–separation of sesquiterpenes, C_{15} H_{24} differing in the number of double bonds or merely in the spatial arrangement of the molecule.

f-Packing of Column

1—tamping method yields a column which exhibits coning.

2-slurry filling improves evenness of zones.

4-Method of Sorms 29 30 31

Summary: Simple procedure by which accompanying oxygen containing impurities in the separation of sesquiterpenes are removed from petroleum ether solu-

tion by adsorptive filtration over a column of aluminum oxide. The oxygen-free sesquiterpenic hydrocarbons can then be further separated by elution chromatography from petroleum ether on a large excess of aluminum oxide.

Application: Separation of sesquiterpenes differing in the number of double bonds or merely in the spatial arrangement of the molecule was effectively brought about. Method could not be applied to terpenic hydrocarbons, C₁₀ H₁₆ (20), as petroleum ether could not be completely removed from the small amounts of readily volatile terpenic hydrocarbons.

5-Adsorptive Percolation on Activated Carbon 20

a—Definition: Separation and purification without the use of a solvent by adsorptive percolation on a column containing an active adsorbent; displacement of the entire volume was brought about by the use of a suitable desorbent.

b—Purpose: Separation of unsaturated isomeric hydrocarbons differing in the number of double bonds or in the spatial arrangement of the molecule.

c-Adsorbent-activated carbon (activated with

ZnC1₂ (3,600 mesh per sq. cm.)

d-Desorbent-benzyl alcohol, phenyl amyl ether, xylenol.

e-Apparatus: column employed was cylindrical glass tubes with conical taper in the lower part, drawn out into a thick walled capillary at the end 32

1-Advantage of apparatus

- a) gradual lengthening of hydrocarbon bands
- b) suppresses unfavourable results of vertical diffusion
- reduces dead-space at the delivery end to a minimum

f-Technique

1-introduce weighed amount of adsorbent

2-place mixture of hydrocarbons to be separated on adsorbent-apply weak suction.

3—Introduce desorbent in tube by means of a pipette.

g-Zone location by: Measurements of physical constants, refractive index, density, specific rotations and in some cases infra red spectrum ^{an}

h-Advantages of Method

(Swelling)—On wetting the hydrocarbon mixture to be separated swelling takes place which:

1—reduces interstitial distances between the carbon particles.

2-reduces diffusion

- 3—eliminates contamination of hydrocarbons with the denser desorbent.
- 4-eliminates mixing with desorbent

5-stabilizes the adsorption.

i-Observations:

1—no definite conclusion can be drawn regarding relationship between the constitution of the terpenic hydrocarbon and their adsorptivity on activated carbon.

2—direct relationship between adsorptivity and the boiling point of terpenes.

3—Bicyclic hydrocarbons (compact molecules) are less actively adsorbed than monocyclic and acyclic (less compact molecular structure). 4—Adsorptivity increases with an increase number of double bonds. Example: p-menthene obtained by complete hydrogenation of p-cymene or limonene is less strongly adsorbed than either of the two starting hydrocarbons.

i-Application of Method

- 1—Mair ³² ⁵⁸ ⁵⁴ and Velikonskii ³⁵ used similar method for the separation of paraffinic, cycloparaffinic, olefenic and aromatic hydrocarbons from each other.
- 2-Hirschler and Amon 36 used silica and activated carbon as adsorbents in their work.
- 3-Dinneen 37 used similar method for analysis of crude petroleum.

4-Herout's 31 modified method used for:

a) separation of artifical binary mixtures of terpenic hydrocarbons

 isolation of pure terpenic and sesquiterpenic hydrocarbons from essential oil fractions.

c) final purification of terpenic and sesquiterpenic hydrocarbons isolated from their crystalline derivatives. Example: d-l-a pinene regenerated from its nitroso chloride by heating with aniline was purified by this method.

k-Discussion of Method

1—Common terpenic hydrocarbons may be arranged in the following series of adsorptivity on activated carbon—most actively adsorbed hydrocarbon being at the top.

Group 1-p-cymene, limonene, myrcene

Group 2-∆3-carene

Group 3-B-pinene

∝–pinene

camphene

2—Bynary mixtures of terpenes belong to one and the same group may be separated with difficulty or not at all.

3-Mixtures consisting of terpenes belonging to different groups are separated readily.

6—Adsorptive Percolation—Method of Baldwin and Co. Workers 38

a-Adsorbent-silicic acid

b-solvents

1-5% 1-butanol (Marvel and Rands) 39

2-1-butanol-chloroform solution shaken with 1 ml. of water

3—benzene—water employed on silicic acid as immobile phase and benzene, 1—butanol as the mobile phase.

c-Apparatus

Borosilicate glass chromatographic column 60 cm. long and 18 mm, in inside diameter.

d-Application

1—Qualitative and quantitative analysis in connection with the oxidation of ∝-pinene to pinonic and pinic acids.

2—Separation of acids of comparable molecular weights ¹⁰

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Discount Houses

If the sliding scale of profit margins used in large food stores had been used by other types of retailers discount houses might never have come into existence according to Progressive Grocer which conducted a study of supermarket pricing.

The study describes in detail the supermarket pricing policies of Foodtown Supermarkets, Cleveland, a combination chain and co-op group.

The sliding scale policy is based on fast moving "cost of living" products carrying the lowest gross profit margins while slower moving products carry bigger margins. The margins used by the supermarket studied range from more than 40% on slow moving items to less than 5% on fast sellers.

A can of baked beans at 19¢, for instance, produces only 3¢ margin; a 19¢ can of pimientos produces 51/2¢ margin. Fast selling gelatine desserts at two for 19¢ produce a 2¢ margin; slower moving anchovies, at 19¢, produce 51/2¢ margin.

The Foodtown margin study is based on nearly \$3,000,000 in sales of more than 4,000 items during a full quarter of a year. It includes an analysis of tens of thousands of consumer purchases.

Sales Meetings

ALESMEN are left cold today by the "let's-get-out-Sand-knock-em-dead" type of sales meeting. They want a complete description of products and their uses above everything else at sales meetings.

After that, salesmen rank: Tips on how to sell a product; charts, models and films to bring out sales points; comparison of products with competitors' lines; how to meet sales arguments of competitive products; prices compared with those of competitors; demonstration gimmicks and samples to help sell the product; data on size of market and how much it is worth; a question-and-answer period to help clear up problems, and an outline of national consumer product adver-

In a survey by Electrical Wholesaling most salesmen queried indicated they feel sales meetings generally are too long and drawn out. Many said they resent executives, sales managers and others who walk in and out of meetings at will, giving the impression they have more important things on their minds. Falsely enthusiastic pep talks by executives were smacked down hard by a majority of salesmen.

Most salesmen also turned thumbs down on attempts to gloss over a product's weak points, long-winded presentations, canned talks, false claims and half-truths.

Third Dimension for Packages

ONE specific phase of color television that is of great importance to package design and merchandise of all types, particularly packages, is that the package can be reproduced from all angles. The result will be that the side walls will gain importance, and a design will have to be more carefully studied for sales value for this three-dimensional medium. Old store counter and window displays which present many packages in one composition are not as effective as the dramatization of one package. The acceptance of free form in design in many of the industries and the use of mobiles in advertising offer an unexplored design potential. New forms of packages and free form display material can provide effective attention material attracting the viewer's eyes for those very brief 20 seconds during which the average package is seen in a commercial.-Lorain Fawcett.



And now, the chin strap!

T.G.A. Celebrates 20 Years of Growth

A look at the cosmetic industry over the past two decades and an examination of the future of the industry form the theme of the 20th annual convention.... Scientific progress stressed



President John A. Ewald

HE twentieth annual meeting of the Toilet Goods Assn.-and the sixty-first meeting of the association in succession to the former Manufacturing Perfumers Assn., the American Manufacturers of Toilet Articles and the Associated Manufacturers of Toilet Articlescalled forth a large and serious minded attendance of executives in the cosmetic industry. The meeting was held in the Waldorf Astoria Hotel, New York, which affords the largest ball room in Manhattan for the luncheons. All phases of the industry were covered in well considered papers. The annual award of the Cosmetic Industry Buyers and Suppliers Assn. and the last Charles S. Welch awards for packaging were made. An innovation was the cocktail party sponsored by suppliers on the evening of the first meeting day which was well attended and afforded members an excellent op-

portunity to renew old acquaintances and to make new

In his opening address President John A. Ewald said in part:

"This Convention is a very special occasion for us . . . a time for reflection and for humility . . . for today we commemorate the twentieth anniversary of the T.G.A. The theme of our Convention is Twenty Years of Growth with America. With America, the toilet goods industry has grown considerably. In 1934 our volume was \$324,400,000. In 1954 it was \$1,086,800,000. In twenty years we have tripled our sales.

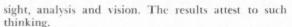
"Our progress, I believe, can be attributed greatly to our keeping pace in a market of ever-changing character. To have the right product in the hands of the consuming public at the right time requires keen in-



Hospitality reigned at the Dodge & Olcott Inc. suite as guests were greeted by President John L. Cassullo, Val Fisher, Herbert Kainik, William A. Gray, Jules P. Bauer, Paul N. Sperry, Norbett B. Smith, and R. V. Behrens



Nathan Fretz, Charles Buckey, Dr. Paul Z. Bedoukian, Henry Eickmeyer, Dr. Jean J. Martinat and Sidney Friend snapped just before luncheon



"Just as in any other industry, we have had to overcome difficulties and solve problems as they arose. And through the combined efforts of our members and our Association, we have resolved them successfully. Our success could not have been achieved without the cooperation of members and the aid and assistance of the Association."

In the Looking Glass

A "Session in the Looking Glass" featured the first morning of the convention. Ruth Fowler of Life magazine, presented a color film "The Changing American Market." In her remarks the speaker stressed the growing importance of super markets and of shopping centers catering to a growing middle income group with more money to spend and larger families.

Dan Rennick followed with a paper on product patterns. He estimated that 25 years from today cosmetic manufacturers can expect a 78% increase in sales simply on the basis of an anticipated climb in disposable income. A sales gain much greater he felt could be had if manufacturers incorporate in their products more of the utilitarian factors that consumers want.

Dr. Ernest Dichter of the Institute for Motivational Research in a later paper pointed out that modern research must concern itself with more basic, deeper and more emotional trends in the public's changing psychology, because each of these trends has a direct application in the selling, merchandising and advertising

After Marvin Bower discussed management problems, the following officers were elected:

Officers Elected

President, John A. Ewald, president of Avon Products Inc. Vice presidents: Jean Despres of Coty, Inc., Pierre Harang of Houbigant Sales Corp., A. E. Johnston of Colgate-Palmolive Co., and C. T. Lipscomb, Jr. of J. B. Williams Co.

Phillip C. Smith of Yardley of London, Inc., was reelected treasurer and William F. Denney, Jr., of Frances Denney was re-elected secretary.



Lowrey A. Weed Jr., Hubert M. Cole, George Guttler and Robert E. Horrobin relaxing after a business session.

Directors re-elected for a 3-year term were Robert B. Brown of Bristol-Myers Co. and C. W. Godefroy of Godefroy Mfg. Co.

Newly elected directors for a 3-year term were: R. E. Ewalt of Noreen, Inc.; J. George Fiedler of Kelton Cosmetics, Inc.; William Mennen, Jr. of The Mennen Co.; and Richard Salomon of Charles of the Ritz, Inc.

Directors representing associate members re-elected for 1 year term: Dr. Victor G. Fourman of Syntomatic Corp. and Paul E. Roehrich of The Richford Corp.

Through the Picture Window

The afternoon session was of special interest because of the symposium with Edward J. Breck as moderator, which took a look at sales and products today. "The Women in Your Life" was presented by the Ladies Home Journal; "The Larger Responsibility of Advertising" was outlined by Charles L. Whittier; and Pierre Martineau of the Chicago Tribune emphasized the importance of "Knowing What Customers Want" in a well considered paper.

Through the Telescope

"A long range look into the Future" was provided



Charles Bryant, Paul Lelong, John Maietti, Raymond Auer, Albert Firmenich, Michael J. Hickey and William Foley were on hand to greet visitors in the Firmenich suite



The American flag was conspicuously displayed at the business meetings

at the morning session of the second day with Robert Schwartz as moderator. The papers presented were: "How Big is Tomorrow?" by Kenneth Kramer of Business Week; "Woman—Creature of Change" by Mrs. Jean Wade Rindlaub; "Why Do They Buy?" by Ernest Dichter; and "The World We'll Sell in 1970," by Arthur Fatt. All were optimistic in their outlooks.

The afternoon session was given over to reports on pending legislation and other matters by the staff and counsel of the association.

The luncheon on the first day was favored by an address by Morgan Beatty on the "Washington Scene." On the second day the Charles Welch packaging awards were made. The winning packages are illustrated in this issue. On the final day of the meeting the Cosmetic Industry Buyers' and Suppliers' Assn. award to the author was presented to Amos E. Light for his paper presented before the Scientific Section on "Effects of Estradiol or Methyl Testosterone on Skin and Hair Growth in a Rat." This work on the effect of hormones on hair growth is expected to play an important part in studies on the causes and possible prevention of baldness and other scalp conditions. The presentation was made by Harold N. Anderson, president of the CIBS.

Through the Microscope

The sessions on the final day of the convention were given over entirely to the papers of the Scientific Section which are abstracted elsewhere in this issue.

All told the convention fulfilled the aims of the Association in recording the past, in emphasizing the importance of the present and in predicting a rosy future.

Allantoin in Cosmetic Formulations

A valuable cell-proliferant healing agent which stimulates healthy tissue formation might begin to describe glyoxyl diureide commonly referred to as allantoin. But it is also a chemical debrider of necrotic tissue and serves to "clean up" the areas where applied. And, when such an agent can further be described as bland, stable, non-toxic, soothing and non-irritating, it becomes a tool of more than casual interest to the dermatologist and cosmetic chemist.

Allantoin has a most interesting history. Its natural predecessor, comfrey, was described by Dioscorides as early as 200 AD. The healing qualities of comfrey were

mentioned in various herbals and matria medicas in the 17th and 18th century.

It was not until 1912 that Macalister discovered that the healing properties of comfrey were attributed to allantoin. Since then numerous papers have appeared giving scientific evidence not only of its remarkable healing property but also the various other attributes which enhance its efficacy.

Allantoin has been used by the medical profession for almost 50 years and throughout this period I have found no reports of untoward reactions.

The most outstanding quality of allantoin is its cell-proliferating action which is responsible for its healing effect. It has been called a chemical debrider which means it has a cleansing action by removing necrotic tissue.

After conducting tests on coagulation time of blood, it was noted that following allantoin irrigations, coagulation time fell from 21/2 to 1/2 minute. This indicates that allantoin possesses a hemostatic quality. Allantoin is also fast acting,—the speed with which it converts a necrotic base into a granulating area is said to be remarkable. Of no little importance are the numerous reports mentioning that allantoin is non-irritating, safe, odorless, stainless and soothing.

Suggested formulations utilizing allantoin in lotions, creams, lipsticks, etc. are included in the discussion and the chemistry of allantoin is thoroughly explained.

-Abstract of T.G.A. paper by S. B. Mecca.

Acid Mantle Factor

THE acid mantle factor of the skin is achieving greater significance in the dermatological field and cosmetic industry. A historical and physiological review of the acid mantle of the skin is presented.

A fine protective film is present on the skin which has a pH of about 5.5 and is due to lactic acid, fatty acid, electrolytes, amino acids, keratin, uric acid, oleic acid, acid salts, and constituents of sebum.

The buffer capacity of the skin is very important in maintaining normal skin function. Alterations in the normal pH of the skin are observed in various dermatoses. In the soap and alkali detergent dermatoses, the ability of the skin to neutralize the residual alkalinity is reduced. Laboratory studies with the improved Beckman potentiometer have been conducted to determine the effect of regular soap, superfatted soap, cake detergent, and transparent soap upon the acid mantle of the skin.

The ability of the acid buffered lotions and creams to restore the normal pH of the alkalinized epidermis will also be reported.

Fifty-five patients with dermatitis venenata due to household cleansing agents were successfully treated with routine dermatological therapy, including antiseptic compresses, steroid-antibiotic ointment, and superficial x-ray. After the patients were cleared of their dermatoses, we were able to maintain them with the prophylactic use of a 15% silicone concentration dispersed in an acid buffered absorption ointment. Occasional sensitization to the acid buffered creams are observed; however, with continuous use, the sensitization disappears.

The effectiveness of universal use of acid buffered creams, lotions, and cosmetics has not been determined to date.—Abstract of T.G.A. paper by Irwin I. Lubowe, M.D.

cents. Neither of these classes of agents functions primarily by replacing a deficiency of natural oils:—Abstract of T.G.A. paper by Irvin H. Blank, Ph.D.

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Study of Penetration of Topical Agents Through Human Skin

new test is described for studying the penetration of A new test is described for studying the topical agents through human skin. All previous methods have been applied to living subjects. In the new test human skin from surgical or autopsy specimens is treated with the ointment or lotion to be tested and incubated for several hours at body temperature. The epidermis is then removed. Two types of tests may be carried out in these specimens: spot tests in the corium and chemical analyses of the isolated epidermis. With these methods the penetration of substances incorporated in different bases or of related compounds may be easily estimated. Within the same strip of skin the results obtained are consistent. For purposes of cosmetic research percutaneous penetration plays a minor role. Nevertheless, it is conceivable that the test may serve as an index of the affinity of cosmic preparations for the skin surface. The main advantage of this test is its objective nature. The effects of topical preparations are not judged by subjective clinical criteria, but expressed in an accurate numerical way. Since there is a great need for objective methods to test the efficacy of topical preparations, the new technique represents a step in a direction where much remains to be accomplished.-Abstract of T.G.A. paper by Peter Flesch, M.D., Ph.D.

Mechanism of the Action of Agents Used for the Relief of Dry Skin

THE skin becomes dry in stages. Mild dryness is the lack of flexibility of the stratum corneum, the outermost layer of the skin, and the scaling of this layer with the resulting roughness of the surface. Severe dryness or chapping is an increased thickening and scaling of the stratum corneum with breaks through the entire epidermis, redness due to vasodilatation, and perhaps some swelling and pain.

The major factor which initiates dryness is the loss of water from the stratum corneum which makes it brittle and causes it to break and scale. Chemical and physical stimuli enter these breaks and irritate the living cells. Inflammation follows.

Cosmetics which prevent or relieve dryness act primarily by increasing the water content of the stratum corneum. They may function primarily by supplying an occlusive, continuous film on the surface of the skin which will prevent loss of water by evaporation to the environment (emollients) or by aiding the stratum corneum in attracting water from the environment (demulcents). Mineral, animal, and vegetable oils function as emollients; glycerine and sorgitol function as demulcents.

Each of these classes of agents also functions by causing the surface to be smoother and by protecting the skin from further chemical and physical stimuli. The emollients are better protectives than the demul-

New Method for Spectrophotometric Evaluation of Sunscreens

V ALID evaluation of sunscreens and commercial sun tan preparations has been limited to field tests. This procedure is complicated by variations in climate, geographical location, individual response, and by non-standard procedure during tests. As a result, meaningful tests require the use of large panels of subjects. They are expensive, time-consuming, and difficult to conduct. The need for a rapid instrumental method of testing which can be correlated with actual use is obvious

Such a test is developed, employing spectrophotometric measurement under standard conditions, of the transmission factor. This quantity is a physical characteristic of any preparation which is independent of absorbing screen concentrations and film thicknesses. It is equivalent to the ratio of intensity of radiation transmitted by a standard film to the intensity of the original radiation falling on the film.

This transmission factor is applied to the known intensity and erythemal efficiency of noonday, mid-summer sunlight over the wavelength range including 2900 and 3400 Angstrom units. The intensity of erythemally effective radiation that would pass through the preparation is thereby derived. The relative amount of protection from painful sunburn afforded by the sun tan preparation is inversely proportional to this amount of effective radiation transmitted.

The relative rate of pigmentation of the skin is proportional to the amount of radiation passing through the sun tan preparation in the range of 3200 to 3750 A.U. The relative rate of pigmentation is calculated by a procedure similar to that used to calculate protection against erythema.

Absolute evaluation of sun tan preparations can also be derived from the relative results calculated. Data is presented for the evaluation of a number of commercial sun tan preparations which agree closely with observed use in the field.—Abstract of T.G.A. paper by Saul I. Kreps.

Anti-Dandruff Agents

D ANDRUFF or scaly disease of the scalp has been treated quite satisfactorily by many types of cosmetic preparations or anti-dandruff agents. Many of these agents may have merit even when measured by the rigid therapeutic and laboratory criteria demanded for ethical products used in the treatment of seborrheic dermatitis, a form of severe scalp disease. This report attempts to standardize a method of study for all anti-dandruff agents so that not only may each receive its full therapeutic credit, but also so that one agent or product may be efficiently compared with or evaluated against another.

Several factors govern the rate and character of the

accumulation of scalp debris commonly known as dandruff—

These are:

1- The rate of epidermal desquamation

2- The amount of sebaceous secretion

3- The degree of microbial contamination

An effective anti-dandruff agent must remove and delay the return of scalp debris. To do so it must aid desquamation, minimize excess oil secretion and reduce the numbers or change the characteristics of the bacteria on the scalp.

Use tests upon normal people and concomitant bacteriological studies alone have not given sufficiently exacting criteria with which to compare anti-dandruff agents. Our methods now consist of a clinical trial of the agent on seborrheic individuals, combined with measurements of the bacteriological effectiveness of the agent against the micro organisms of seborrhea both in the laboratory and in use.

Comparative studies are to be reported, showing the methods used to evaluate various types of ethical and proprietary anti-dandruff agents.—Abstract of T.G.A. paper by Herbert J. Spoor, Ph.D., M.D.

Cosmetic Emulsions in Polyethylene Containers

POLYETHELYENE bottles are often used for cosmetics because of added sales appeal. However, the use of polyethylene as a packaging material sometimes presents serious difficulties for the formulator because the shelf life of cosmetic items is often impaired and because the materials packaged sometimes deform the polyethylene containers. A brief study has been made showing the effect of some typical cosmetic ingredients, other than perfumes, on one type of polyethylene. The effect which emulsification has on the polyethylene softening properties of one of the materials is reported. —Abstract of T.G.A. paper by Phyllis J. Carter & William C. Griffin.

New Polycyclic Musks

A BRIEF resume of the history of the synthetic musks, including the nitro and macrocyclic types, was given. There was a discussion of musk research in the Givaudan laboratories culminating in the discovery of the polycyclic types of musk. The latter include dicyclic types such as the substituted tetrahydronaphthalenes and indans and also tricyclic types. The influence of varying substituents upon musk odor in these series was examined. There followed discussion of the properties of the polycyclic musks. Finally, the structure of Givaudan's Versalide musk was revealed.—Abstract of T.G.A. paper by Dr. M. S. Carpenter.

Boric Acid in Dusting Powders

FOUR Maryland scientists have reported, after a year's study of the use of dusting powders containing 5^{o}_{o} boric acid, that such powders are safe for infants. They have reported in the February 5 issue of the Journal of the American Medical Association.

The investigators studied the clinical condition and

the blood chemistry of some 60 babies who were repeatedly dusted with commercial baby talcum powder and "failed to show any significant increase in boric acid content in the blood at any time during the period of one year."

In the study, the nursing staff was told to use the talc after each diaper change and as freely to other areas of the body as called for by specific skin disorders. The report concluded that "Careful review of the world literature does not show a single authenticated case of boric acid poisoning due to the use of borated talc."

Boric acid has been used in solution in the treatment of skin eruptions and as a constituent of baby powders for more than 75 years. In recent years there has been controversy over reported ill effects that followed the use of boric acid. The report reviews this controversy and declares that "The circumstances under which true boric acid poisoning has been encountered appear to be largely, if not entirely, limited to the striking misuse of boric acid in that it was applied repeatedly in copious quantities as pure or essentially full strength powder to extensive areas of denuded or macerated skin of a small infant."

They pointed out that boric acid is widely distributed in fruits and other foods and the human body constantly absorbs and eliminates this element and that the alleged cumulative effect of boron frequently mentioned in recent literature does not exist.

The study took place at a large mental institution and involved about 60 mentally retarded infants. It was conducted and reported by Dr. Russell S. Fisher, Henry C. Freimuth, Ph.D., Kathleen O'Connor, B.S., and Dr. Viola Johns.

The report, entitled "Boron Absorption From Borated Talc," emanated from the Division of Legal Medicine, University of Maryland Medical School; The Office of the Chief Medical Examiner of Maryland; and the Department of Mental Hygiene, State of Maryland.

Cosmetic Excise Tax Collections

C OSMETIC excise tax collections in 1953 and 1954, and through January 1955 are given in the following table:

8	1955	1954	1953
fanuary	\$3,643,000	\$ 8,147,000	\$13,123,480
February	17,384,000	29,489,000	13,859,961
March	2.548,000	1,957,000	7,805,077
April		6,503,000	9,236,101
May		20,733,000	9,286,470
June		-1,662,000*	8,876,000
July		4,323,000	9,996,000
August		582,000	5,964,000
September		201,000	370,000
October			8,204,000
November		11,177,000	19,912,000
December		241,000	536,000

It may be noted that cosmetic tax collections beginning with September, 1953 appear to follow an irregular course. This is due to the change in the system for collecting these taxes on a quarterly instead of on a monthly basis.

Negative amounts in monthly totals are due to revisions of amounts for earlier months.



Speakers at the meeting: Seated, left to right, M. B. Epstein, S. J. Strianse, W. B. Baker and Dr. C. Carruthers. Standing: Dr. A. Wilson, Dr. Warren Andrew, Lester Conrad and Kalmen Motiuk. Dr. E. Henderson and Dr. Peter Flesch who also spoke were not present for this picture.

S.C.C. Now Ten Years Old

Internationally known scientific society makes first special award to distinguished dermatologist at semi-annual meeting . . . Important papers presented Second Cosmetic Seminar planned

HE award of \$1,000 to Dr. Stephen Rothman whose accomplishments in dermatological research are known on two continents was one of the highlights of the semi-annual meeting of the Society of Cosmetic Chemists in the Hotel Biltmore, New York, May 13.

It was the first special award to be made by the Society and it was significant that an outstanding dermatologist, not directly connected with the industry, received it. Dr. Rothman is Professor of Dermatology at the University of Chicago. He is on the American Medical Assn's Committee on Cosmetics and is past president of the Chicago Dermatological Society and of the Society of Investigative Dermatology.

The presentation was made by Dr. Kenneth L. Russell, president of the Society of Cosmetic Chemists. Introductory remarks by James H. Baker, chairman of the Society's Special Award Committee, and Dr. Marion B. Sulzberger, Director of Dermatology, New York University Bellevue Medical Center, preceded the award ceremony.

Unique in its field, the Special Award came into being at a meeting of the Society in the spring of 1954. Realizing an acute need for basic research as the foundation for developing better cosmetic products, the Society appointed a Special Award Committee, with James H. Baker as chairman. Serving with Mr. Baker on the committee were H. J. Amsterdam and Christian

Wight, both of Van Ameringen-Haebler Inc.; and Raymond Stetzer, Revlon Products Corp.

In setting up requirements for the award, the committee recommended that the honor be given to the author or authors whose contributions to recent scientific literature were judged to be of greatest potential value to cosmetic science. Material published in original or abstract form or a thesis that had appeared in a periodical during the two year period ending December 31, 1954 was considered.

In naming Dr. Rothman to receive the first award,



Savery F. Coneybear, alert chairman of the Publicity Committee and Miss Loraine Magan did an excellent public relations job



Mrs. Samuel Isermann enjoys a friendly chat with a friend before

the Literature Review Committee of the Society cited his book, "Physiology and Biochemistry of the Skin," as a significant contribution to research on cosmetic technology. Covering 33 years of research into dermatological problems, the volume fills a gap which was open for many years in dermatology. The work presents a summary of present-day knowledge of skin physiology, and is expected to aid cosmetic chemists in finding more effective means of protecting skin from the deteriorations of age and environment. Shorter works by Dr. Rothman, also considered by the Literature Review Committee, include studies on acne and other skin lesions.

The work of sifting through the material considered for the 1955 award was assigned to a Literature Review Committee of outstanding specialists in various branches of science. Named to the committee were Dr. Paul G. I. Lauffer, George Luft Co., Chairman; Dr. Milton Harris, Harris Research Laboratories; Dr. G. Robert Clarke, U. S. Food and Drug Administration; Dr. A. I. Gebhart, Colgate-Palmolive Co.; Dr. Franz Herrmann, New York University Skin and Cancer



Michael A. Stanton, chairman of the New York Chapter of the S. C. C. enjoys a moment of relaxation with Mrs. Stanton

Clinic; Dr. Lloyd Hazleton, Hazleton Laboratories; and Dr. Emory I. Valko, Onyx Oil and Chemical Co.

Tenth Anniversary

The meeting marked the tenth anniversary of the Society which was founded in 1945 with 12 charter members. Today it has a total membership of 435 and a program of activities and awards that is international in scope. The parent organization has local chapters in Chicago and in New York and the Society of Cosmetic Chemists of Great Britain is associated with the national group in the United States. The Society maintains a specialized technical library at its New York headquarters. It publishes a journal and offers annually two awards that are highly prized. Last year it held its first Cosmetic Seminar which proved to be an outstanding success. A second seminar will be held this year on September 15 and 16.

Papers Presented

The scientific papers read at the meeting were:



Dr. Stephen Rothman accepts the S. C. C. Special Award of \$1,000 from Dr. Kenneth L. Russell, president. The award scroil is at the right

The Society of Cosmetic Chemists Physicists to Stephen Rothman. D. D. The Special Award for 1954

In recognition of his fundamental research and publications in the field of -

Chysiology and Biochemistry of the Skin.

Remark L. Bondell Sunta Committee

May 15,1955

This Award is supported by the following organizations in the cosmetic field:

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 R. Hollenburg, Edward Jarmus and Gus S. Kass contributed interesting viewpoints at the scientific sessions



Dr. Julius Wetterhahn, Lester Conrad, Herbert Linne, Stephen Capkovitz and Julius Garfield discuss the excellent paper by Mr. Conrad

"Topical Uses of Antibiotics: Vehicles Employed" William S. Baker, S. B. Penick & Co.

"Acetylated Lanolin Derivatives" Lester Conrad, American Cholesterol Products

"Foam Transition and Foam Persistence" M. B. Epstein, Onyx Oil & Chemical Co.

"Film Properties and Compound Formation in the Sodium Lauryl Sulfate-Lauryl Alcohol-Water System" Dr. A. Wilson, Colgate-Palmolive Co.

"The Social and Economic Aspects of Skin Geriatrics" Dr. E. Henderson, Schering Corp.

"The Anatomy and Histology of Aging Skin" Dr. Warren Andrews, Bowman Gray School of Medicine

"The Chemistry of Aging Skin" Dr. Peter Flesh, University of Pennsylvania

"The Structural Proteins in the Epidermis and Their Relation to Aging Skin" Dr. C. Caruthers, Roswell Park Memorial Institute

Topical Uses of Several Antibiotics: Vehicles Employed

A NTIBIOTICS such as bacitracin, neomycin, and tyrothricin are used mainly for topical and other

local applications, and are also used orally.

The major objective of this particular study is to review salient features of these antibiotics, and to present the status of some of the vehicles or bases that have been employed with them. Also, some vehicle formulas similar to those which have been employed for other chemical agents and drugs, such as sulfonamides, are suggested as being adaptable for use with these antibiotics.

Various literature reports dealing generally with the above antibiotics have included the subject of bases. Some investigators have given logical reasons for preferring grease bases for topical application of medicaments, while others have favored aqueous bases where possible. Still others apparently do not think the nature of the base important because, in discussing applications and results, they mention that they use "an ointment, etc." but do not state the formula.

In the cosmetic and allied fields, there is presently no important literature pertaining to the use of antibiotics. This is not surprising because many of the antibiotics such as penicillin, streptomycin, certain broad spectrum antibiotics, etc., have rather high incidences of sensitivity and development of drug resistance.

However, not all antibiotics have high incidences of sensitivity and drug resistance. Whether there are implications for the use of the several antibiotics in this



Gabriel Barnett who conducted the highly successful S. C. C. seminar last Autumn discusses the coming event with Dr. Donald H. Powers,
Dr. Herman Jass and Dr. E. I. Valko



An informal group of old friends: Dr. Herbert Sommers, Herbert Kainik, William Phillips, Nathan Fretz and Roy Hagelin

category, in the cosmetic and allied fields, and the extent to which these implications exist, would seem to depend on the quantity and quality of researches

carried out in this direction.

When employed topically, bacitracin, neomycin, and tyrothricin are virtually non-toxic and have documented records of extremely low incidences of sensitivity and resistance development. In the pharmaceutical field, these drugs are permissible for use in products sold over-the-counter in drug stores. Neomycin and tyrothricin in products must adhere to the provisions of the Food, Drug and Cosmetic Act, and a "new drug application" must be submitted to the Food and Drug Administration before marketing is permitted. Bacitracin is a "certifiable antibiotic, and products containing this drug require certification with the Division of Antibiotics, Food and Drug Administration; but for use as a pharmaceutical product the plain ointment of bacitracin has now been de-certified, although such ointment is still subject to Food and Drug Administration approval.

Where it is desirable to study this interesting trio of antibiotics, and to limit the study to their topical possibilities in other than medical and pharmaceutical fields, it is first desirable to review not only the vehicles or bases in which they have been or may be, incorporated; but also the properties and applications which make these agents useful and important. Such fundamental data, of course, would make the study more valuable.-Abstract of S.C.C. paper by William B. Baker.

Acetylated Lanolin Derivatives

T HE past few years have seen a greatly expanded interest in lanolin and lanolin derivatives. A review of the literature on lanolin reveals that up to the present, derivatives were prepared by reactions involving

the unsaturated bonds and ester linkages.

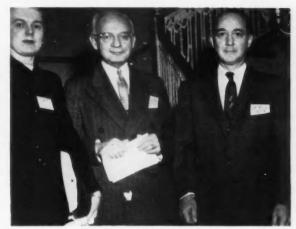
The acetylated lanolin derivatives represent a practical application of recently developed concepts of lanolin composition. They are prepared by reacting the hydroxyls to form acetylated lanolin hydroxyesters and alcohols. The chemistry of these derivatives is described in detail. They have been introduced into the fields of cosmetics and pharmaceuticals because of their interesting new properties. Physical and chemical data and dermatological characteristics are discussed as well as formulation in various types of cosmetic preparations. -Abstract of S.C.C. paper by Lester 1. Conrad & Kalmen Motiuk.

Foam Transition and Persistence

S OME aspects of the choice of detergent materials satisfactory in cosmetic preparations where foam is involved in their use were discussed.

Some elementary properties of foam are considered and experiments with the flow of detergent solution through a column of foam at various temperatures were outlined. The effect of transition due to the presence of additives was shown.

The results are considered with reference to foam persistence.-Abstract of S.C.C. paper by Morton B. Ebstein.



Three notables at the meeting: Miss Veronica Conley, Dr. E. G. Klar-mann and Dr. Kenneth L. Russell.

The Chemistry of Aging Skin

I NFORMATION regarding the chemical composition of aging skin is very scant and fragmentary. At present, it is impossible to attribute the distinctive features of old skin to any special change in chemical components. The dry and chapped skin surface, although suggestive of an abnormal keratinization, has never been studied from a chemical point of view. The only fairly well established chemical changes which occur in the aging skin are increases in the calcium and water content. The profound morphological and histochemical alterations in the elastic and collagenous fibers which are reflected in the wrinkling and decreased elasticity of the aging skin, have never been explained on a chemical basis. Until further chemical studies will be carried out, it is futile to expect any rational method for the "rejuvenation" of the aging skin.-Abstract of S.C.C. paper by Peter Flesch.

Structural Proteins of Epidermis-Their Possible Relation to Aging

I NVESTIGATORS have previously indicated that the chief effect of aging upon epidermis is atrophy of this tissue. In order to obtain more information on the important structural proteins of epidermis in its normal, aging and pathological states, investigations on the isolation and properties of the proteins have been undertaken. For this purpose the epidermis of beef snout is employed as a source of material and electrophoresis as a technique for partial characterization of the proteins. Other investigators have shown that the fibrous and non-fibrous (structural) proteins of mammalian epidermis are the keratin precursors and that they are an integral part of the tonofibrils which may have a role in the adhesion of squamous cells. To determine whether these proteins possibly exist in different states of aggregation in the various strata of the epidermis, this tissue was extracted with 0.5, 1.0, 2.0, 6.0 and 10.0 M urea solutions. Epidermal extracts prepared from the 2 and 6 M urea solutions left a clot upon dialysis against distilled water together with a solution of the structural proteins. The latter were also obtained from the clot upon further treat-



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ment with 6 M urea solutions. Dialysis of the dilute urea extracts did not result in clot formation, but yielded the fibrous and non-fibrous proteins which are probably extracted from the lower strata of the epidermis. The mobilities of these proteins were independent of the concentration of urea employed for their extraction and of their source (solution and clot following dialysis). The mobilities of these proteins obtained from an insoluble protein of isoelectric point of pH 6.3 (from 6 or 10 M urea extracts) were significantly higher than those acquired from the other sources. The possible role of the structural proteins in the aging of epidermis was briefly discussed.—Abstract of S.C.C. paper by C. Carruthers, D. L. Woernley, A. Baumler & H. Shorts.

Evaluation of Foam Properties By Single Film Techniques

THIS address was essentially a review of the author's previously published work and dealt with some quantitative aspects of simple experiments which are useful to cosmetic chemists for the evaluation of foam properties by single film techniques. The general requirements for the production of slow draining foams and films, i.e., those which are known in the trade as "creamy," and fast-draining films and foams, i.e., "lacy," are given.

The nature of the interactions between detergents and long chain polar additives which lead to the formation of slow draining films of high surface viscosities is discussed and a simple explanation of the detailed results offered.

Film drainage transition temperatures at which slow draining films become fast draining are presented for the sodium lauryl sulfate—lauryl alcohol system and the results are correlated by a simple calculation. The film drainage transition temperatures decrease with increasing detergent concentration at fixed alcohol concentration. At constant detergent, addition of alcohol causes an increase in the transition temperature to a maximum value beyond which further addition results in little or no increase.

The formulator of commercial shampoos and other cosmetic foamers is interested in producing systems which will be slow draining at use temperatures and therefore strives to obtain the detergent-additive ratio which will give the highest transition temperature at use concentrations.

Intermolecular compounds have been isolated from alcohol sulfate—alcohol systems having the following compositions: 1 mole alcohol sulfate: 1 mole alcohol. 2 moles alcohol sulfate: 1 mole alcohol.—Abstract of S.C.G. paper by A. Wilson.

The Social and Economic Aspects of Skin Geriatrics

M ODERN society is undergoing an exciting evolution—perhaps more aptly termed a revolution—which reaches into the lifestream of all of us. In conquering poverty and disease, science has extended the human life span so that the average person can expect to live to what in years past would be considered a "ripe old age." Medical and cosmetic science is now endeavor-

ing to make these added years productive and happy ones. Medicine's contributions to a graceful and serene old age are well-known-wonder drugs, diet, therapy, etc. The role of cosmetic chemists in geriatrics is less publicized but no less important. Older people not only live in a world where the accent is strong on youth; they must also compete in it, and they are acutely aware of the handicaps, in business and social activities, of an "old" appearance. Cosmetic science is currently trying to repair and prevent the ravages of age and environment on skin. It attempts to "outwit" nature by its hormones and estrogenic creams which nourish and revitalize skin. It offers safe hair-coloring agents to mask "tell-tale" gray hair. It supplements the medical profession's work in the field of general health with the provocative theory that confidence in the attractiveness of one's appearance relates significantly to the over-all well-being of old as well as young people. Such approaches are more than frivolous sops to human vanity; they reach below the surface benefits and touch the psychological aspects of growing old happily and purposefully. The older person who is healtnily pleased with his own appearance will live at peace with himself and society; and cosmetic science, in working to enhance the appearance of our older population, is doing much to make old age a state to be anticipated rather than dreaded.-Abstract of S.C.C. paper by E. Henderson.

The Anatomy and Histology of Aging Skin

WHILE gross changes with age are more conspicuous in the skin than in many other parts of the body, an analysis of microscopic changes and of processes occurring is not an easy task. In human skin in old age an atrophy of the cellular covering, or epidermis, occurs, with a loss of the ridge-like downgrowths of cells which are numerous in young persons. A general flattening out of the epidermal layer seems to occur, but some of this may be due to less shrinkage of older skin on removal. Very interesting is the fact that more cells are dividing in epidermis of old persons than of young. The phenomenon may have some relation to the greater incidence of malignancies, both of basal cell and squamous cell type, in older people. Of much importance, too, may be the difference at different ages in the outermost layer, which is composed of dead, cornified cells. In young individuals this layer is made up of loosely adherent plates, in senile individuals these plates are closely adherent to each other. In the epidermis at all ages there are present some cells which are "migrants" from the dermal layer. The appearance and possible roll of these cells is discussed. In the dermis evidence for some changes in elastic and collagenous fibers is given and an attempt made to evaluate conflicting findings. The close relationship of the condition of the skin to the function of the endocrine glands is stressed by indicating some apparent "rejuvenative" effects brought about by treatment with hormones and also the changes in skin in diseases involving deficiency of hormones.-Abstract of S.C.C. paper by Warren

All the perfumes of Arabia will not sweeten this little hand.—Shakespeare,



technical literature and suggested formulas.

Synthesis of

New Aromatic Chemicals

Based upon the Treibs-Bast Reaction DR. PHIL HILMAR BAST*

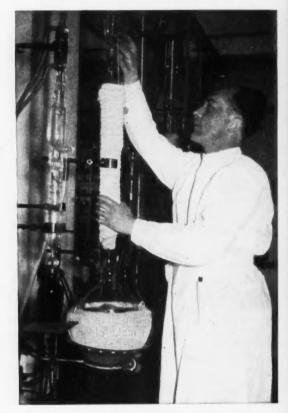
T is well known that the oxidative addition of the OH group into the terpenic cycle leads to interesting synthetics, viz. the alcohol itself, its esters or the ketones (aldehydes) resp. obtained by oxidation. RILEY (1) showed that methylene groups vicinal to carbonyl or the double bond may be oxidated by selenium dioxide. In this process, the methyl or methylene groups vicinal to the carbonyl form 1-2-dialdehydes, keto-aldehydes or diketones, whereas cyclic olefins containing the methylene group in the alpha position form 1-3-enols Schwenk and Borgwardt (2). Alder and Stein (3) observed a non-uniformity of the oxidation process caused by the solvent. These two authors avoided this irregularity by the so-called acylating oxidation, i. e. by dissolving for example selenium dioxide in acetic acid thus obtaining well-characterized esters. By this method, Borgward and Schwenk (4) obtained carvo-tanacetone from menthene-1.

By subjecting cyclohexene to acylating oxidation with selenium dioxide dissolved in glacial acetic acid, Guillemonat (5) obtained cyclo-hexenyl acetate acylated in the position next to the double bond.

Crigee's (6) oxidation of olefins by lead tetraacetate has a simultaneous additive and substituent effect. In this manner, cyclo-pentene (7) and cyclo-hexene (8) e. g. form the esters of the corresponding non-saturated alcohols; here too oxidation occurs in the position next to the double bond. A further prolongated action of lead tetraacetate causes the addition of 2 acetate groups to the double bond, ultimately producing 1–2–3-triol acetate.

When trying to introduce OH-groups into terpenes by the lead tetraacetate method, Ward (9) did not obtain any satisfactory results.

Afterwards W. Treibs (10) found a formation of metallic mercury together with acetic acid when heating cyclo-olefins and cycloketones with mercuric acetate without a diluent. An exhaustive investigation of this reaction showed that, in principle, 1 mole of



Dr. Phil Hilmar Bast

cyclo-olefin or cyclo-ketone reacts with 1 mole of mercuric acetate, yielding 1 mole of acetic acid and 1 gramatom of mercury; the second acetic-acid group of the mercuric acetate is added to the cycle forming an ester.

Cyclo-olefins yield the acetic esters of cyclo-olefin alcohols (I), and cyclo-ketones the corresponding ketal acetates (II):

$$\begin{pmatrix} \mathsf{CH_2} \\ \mathsf{I} \\ \mathsf{CO} \end{pmatrix} + \mathsf{Hg} \left(\mathsf{Oo}_{\mathsf{Z}} \right)_{\mathsf{Z}} \rightarrow \begin{pmatrix} \mathsf{C} < \mathsf{H} \\ \mathsf{Oo}_{\mathsf{Z}} + \mathsf{CH}_3 + \mathsf{COOH} \\ \mathsf{CO} \\ \mathsf{CO} \end{pmatrix} + \mathsf{Hg}$$

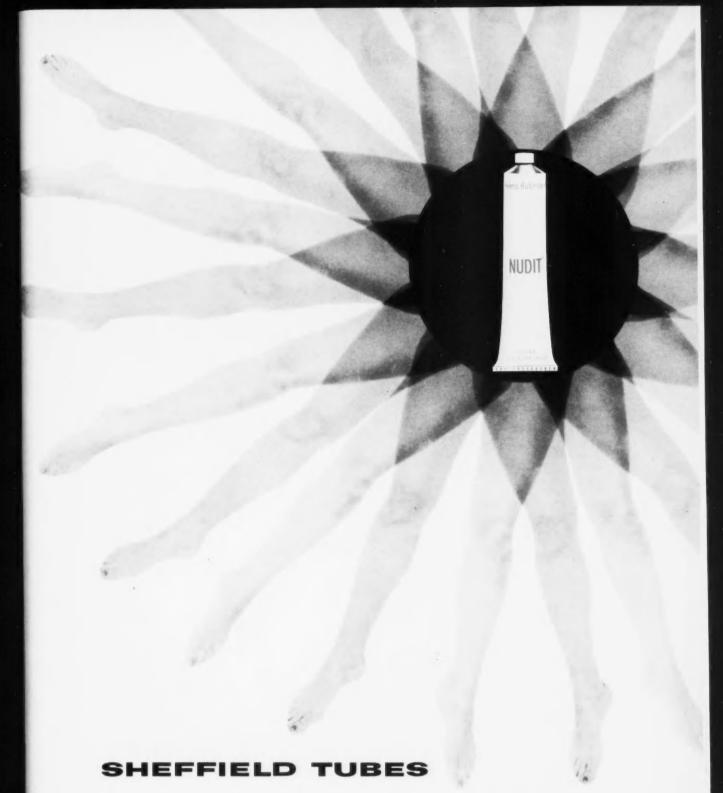
Unlike the numerous mercurations investigated up to now (11, 12), the attack occurs here—much like the selenium dioxide oxidation—at the activated methylene groups, vicinal to the double bond resp. the keto group. Side chains exert a straightening influence on the point of substitution, in a similar way as with other oxidizing agents (SeO₂, CrO₃, O₂).

The kinetics of the Treibs-Bast reaction result from the formation of thermically unstable, mercurated intermediates, the radical-like cleavage yielding the final product. Another reason will be found in the fact that poorly or non-dissociated mercuric salts such as HgCl₂ and Hg (CN)₂ cannot be subjected to a similar reaction. It must follow that a portion is dissociated from the methylene group activated by the double bond resp.

^o Dragoco, Holzminden, Germany. Republished by courtesy of Dragoco from Dragoco Berichte, No. 5, 1954, pp. 8,







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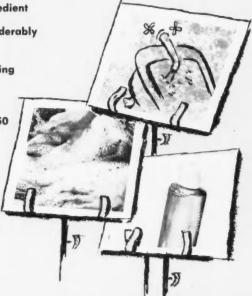
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by the carbonyl group, and that a carbeniate anion is formed, to which is added a mercuric acetate cation:

$$\begin{array}{c} \text{c} \text{)} & \begin{pmatrix} \text{CO} \\ \text{I} \longrightarrow \begin{pmatrix} \text{CO} \\ \text{I} \\ \text{CH}_2 \end{pmatrix} \end{pmatrix}^- + \text{ H + } \text{ b) } \text{ Hg } (\text{O} \cdot \text{CO} \cdot \text{CH}_3)_2 \longrightarrow \begin{pmatrix} \text{Hg O} \cdot \text{CO} \cdot \text{CH}_3 \end{pmatrix}^- \\ \text{c} \text{)} & \begin{pmatrix} \text{CO} \\ \text{I} \\ \text{CH} \end{pmatrix}^- + \begin{pmatrix} \text{Hg O} \cdot \text{CO} \cdot \text{CH}_3 \end{pmatrix}^+ \longrightarrow \begin{pmatrix} \text{CO} \\ \text{I} \\ \text{C} / \text{Hg} / \text{O} \cdot \text{CO} \cdot \text{CH}_3 \end{pmatrix}^- \\ \end{pmatrix} & \begin{pmatrix} \text{CO} \\ \text{I} \\ \text{C} / \text{Hg} / \text{O} \cdot \text{CO} \cdot \text{CH}_3 \end{pmatrix}^- \end{array}$$

The second reaction yielding the ester and metallic mercury by thermic cleavage seems to be declared only by the character of a radical. This statement is substantiated by the fact that some reactions are of a very violent character, as well as by the frequent racemization of optically active initial products.

I

Part I of this report showed how cyclo-olefins and cyclo-ketones may be acylated with mercuric salts of organic acids and how the attack occurs in the position next to the double bond respectively in the alpha position relative to the carbonyl group. Applying the Treibs-Bast reaction—designated in the following text as mercuric acetate oxidation—to alpha-ionone, P. Karrer (13) obtained 4-acetoxy-beta-ionone instead of 3-acetoxy-alpha-ionone as expected; he observed a migration of the double bond together with an allyl displacement. This 4-acetoxy-beta-ionone and its saponification

product, 4-oxy-beta-ionone, are viscous oils with a balsamic note constituting valuable fixatives for deluxe perfumery.

Working by the above method, A. Brenner and H. Schinz (14) converted 1,1-dimethyl-cyclohexanone-3 into 1,1-dimethyl-cyclohexanone-3-01-4-acetate, an initial product for the preparation of cyclo-lavandulol and its derivatives:

For, by the action of methyl magnesium iodide, this 1,1-dimethyl-cyclohexanone-3-01-4-acetate may be converted into the corresponding diol, yielding, by dehydration, cyclolavandulol, a valuable component of lavender:

H. Inhoffen (15) used mercuric acetate oxidation for his syntheses with the carotinoids converting alphaionylidene crotonic acid methyl ester into 4-acetoxybeta-ionylidene crotonic acid methyl ester.

The allyl displacement observed in reactions with alpha-ionone and its derivatives caused Treibs, Lucius. Kogler, and Breslauer (16) to resume research of the acylating oxidation; the results turned out to be identical with those hitherto described by Treibs and Bast (17).

In practice, the preparation of a mercuric acetate oxidation is exceedingly easy. Heat ½0 mole of cycloolefin or cyclo-ketone in the oil-bath with ½0 mole (32g) of mercuric acetate at 130–150°. Between 80 and 100°, crystals often may precipitate consisting of mercurated intermediary products in the case of cyclo-ketones and of mercurous acetate, according to recent research-work by Treibs and co-workers (16), in the case of cycloolefins. Then drops of metallic mercury deposit on the bottom. After keeping the receptacle just boiling for one hour, pour off from the mercury which will be weighed. Fractionation of the reaction product occurs under normal pressure in the case of bodies with low boiling point. Those with high boiling point will be fractionated over a column, in a vacuum.

Some products of this reaction:

(a) Cyclohexanone yielding cyclohexanonolacetate

a mint and fruit scented body with the following constants:

Boiling point₇₆₀ 224°; d.20 1.0811; $n_D 20$ 1.45989.

(b) Menthone yielding menthanonolacetate

a peppermint-scented, strongly fixative body with the following constants:

Boiling point₁₄ 134°; d $\frac{29}{4}$ 1.0190; α_D 20-31,34°; n_D 20 1.45829.

(c) carvomenthone (from carvone by hydrogenation)

yielding carvomenthonolacetate (1-methyl-4-isopropyl-cyclohexanone-2-01-3-acetate),

an aromatic chemical resembling mint and caraway with the following constants:

Boiling point, $_{14}$ 144°; d $_{\frac{20}{4}}$ 1.0150; $\alpha_{\rm D}$ 20+1.17°;

n_D20 1.45129.

(d) △1-menthene yielding carvotanacettolacetate.

This acetate, after saponification and oxidation with chromic acid, yields carvotanacetone, an aromatic chemical resembling carvone:

Of course, any dissociated mercuric salt of other organic acids may replace mercuric acetate in carrying out similar substitutions of cyclo-olefins and cycloketones. Mercuric benzoate, however, renders the execution of the reaction difficult due to its excessive swell-

Thus the interaction of cyclo-hexene and mercuric capronate produces cyclo-hexene-1-01-2-capronate, an interesting pineapple component.

The mercuric salts of higher paraffin-carbonic acids permit the realization of a double bond vicinal to carbonyl in saturated cyclo-ketones as the corresponding alpha-ketolesters eliminate the acid by heating. For example, interaction of menthone and mercuric capronate or stearate yielded synthetic piperitone, with capronic or stearic acid ester of menthanonol as intermediary products:

Cyclically conjugated diene systems, for example phellandrene and sesquiterpenes such as cedrene, caryophyllene, and aromadendrene, can principally be subjected to acylating oxidation. Appropriate procedures must, however, still be found for obtaining adequate amounts. Regarding the stearic relations of acylating oxidation, i. e. the cis and trans positions of the acetic acid group related to the alkyl groups of cyclo-olefin, we cannot give precise information at the moment, as no sterically uniform hydrocarbons were at our disposal in our initial products.

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Limnophila Erecta



Citrus Maxima

Oil of Limnophila Erecta, Benth

PING-HSIEN YEH and CHIH LIN*

Limnophila Erecta, Benth. gave 0.05% of essential oil consisting of about 37% α-pinene, 15% d-limonene, 26% α-caryophyllene, 15% β-caryophyllene, 4% cadinene, 2% sesquiterpene alcohols, and trace terpene alcohols.

Limnophila aromatica. Merr. yields, according to Fujita and Yamashita, 20.13% of essential oil consisting of 55% d-limonene and 45% d-perillaldehyde, and this is the only report which has been published on the chemical composition of Limnophila plants, widely distributed in South Asia.

From Limnophila erecta, Benth. grown in Taiwan, by steam distillation, the essential oil was obtained in 0.05% yield. This was fractionally distilled with a Widmer column in vacuo. From the fractions thus obtained α-pinene was identified as its nitrosochloride (m.p. 109°) and nitrolpiperidine (m.p. 118-119°), d-limonene was confirmed by its tetrabromide (m.p. 103-104°) and nitrosochloride (m.p. 105-106°), and α-caryophyllene was identified as its nitrosate (m.p. 163°) and nitrosochloride (m.p. 177°).

Applying the Asahina and Tsukamoto's method,³

Applying the Asahina and Tsukamoto's method,³ β-caryophyllene was separated from α-caryophyllene

and both were identified as their alcohol and alcoholphenylurethan derivatives.

From the sesquiterpene fractions the presence of cadinene was confirmed by its dihydrochloride, m.p. 117-118°, and by the formation of cadalene, identified as its picrate, m.p. 114-115°, on selenium dehydrogenation.

The hydrochloride and the phenylurethan of the sesquiterpene alcohol fraction, however, could not be obtained in crystalline form.

It is something remarkable that the chemical composition of the oil of *Limnophila erecta*, Benth. studied in this work is almost quite different from that of *Limnophila aromatica*, Merr.²

Experimental

Material.—The grass, Limnophila erecta, Benth., grown in Pei-Tou, near Taipei, was used in this work. The average height of the grass was 61 cm. and the average weight was 300 g., and the ratio of the weight of stems to that of leaves was 65:35.

The fresh grass (2390 kg.) gave on steam distillation 1192 g. of essential oil; yield 0.05%.

 d_4^{30} 0.8610-0.8646, n_0^{30} 1.4805-1.4814, $[\alpha]_0^{25}$ -6.00°-10.48°, acid value 0.0, ester value 4.48-9.41, saponification value after acetylation 63.32-90.35.

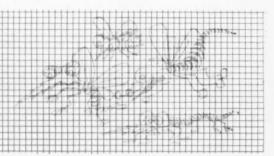
On distillation of the oil the fractions obtained are listed in Table I.

⁶ Essential Oil Laboratory, Provincial Industrial Research Institute, Taiwan, China.

aiwan, China. (1) Essential Oils IV, Part two of this series. (2) Fujita and Yamashita, J. Pharm. Soc. Japan, 63, 995 (1942).

⁽³⁾ Ashina and Tsukamoto, J. Pharm. Soc. Japan, No. 484, 463 (1922), 49, 186, 1202 (1929).

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TABLE 1

Distillation of the oil of Limnophila erecta, Benth. (1170 g.).

Fractio	n B. P. (°C/20 mm.)	Weight	B. P.	d ₄ 30	n _D ³⁰	[a] D ²⁵
		-				
A	51-55	305	157	0.8473	1.4632	-33.40°
B	55-65	15	163	0.8333	1.4680	+ 3.20
C	65-70	115	173	0.8185	1.4743	+38.80
D	70-110	4	204	0.8995	1.4765	- 5.00
E	110-130	5	232	0.9094	1.4843	-11.80
F	130-135	325	260	0.8848	1.4963	- 0.28
G	135-140	12	265	0.9003	1.5005	+23.48
H	140-143	28	269	0.9134	1.5013	+30.08
1	143-151	8	280	0.9469	1.4973	-23.40
J	151-	18	286	0.9573	1.5012	-19.92

Fraction A (a-pinene)

Molecular refraction. Calcd. for C10H101: 43.52. Found 44.22.

Anal. Calcd. for C10H16: C, 88.2; H, 11.8. Found:C, 87.99; H, 12.11. Nitrosochloride, m.p. and mixed m.p. with an authentic specimen of α-pinene nitrosochloride,4 109°, no depression.

Nitrol piperidine was also prepared by the general method, m.p. and mixed m.p. with an authentic specimen, 118-119° (from ethanol).

Fraction C.

Some resinous precipitate was deposited on standing at room temperature, filtered, and the filtrate was redistilled. The fractions obtained are given in Table II.

TABLE II. Redistillation of the fraction C

Fraction			B. P. °C/760 mm.)	d 30	n _D 30	[a] _p ²¹
, ,	7 20 111111.	19.7	C// 00 mm./	4	"D	rea D
a	57-66	3	163	0.8429	1.4655	+15.40
b	66-70	7	170	0.8363	1.4686	+58.80
c	70-71	16	175	0.8344	1.4694	+87.00

Fractions b and c. These fractions were identified as d-limonene by the molecular refraction, elementary analysis, and the following derivatives.

Molecular refraction. Calcd. for C₁₀H₁₆₋₂: 45.25. Found 45.26. Anal. Calcd. for C10H16: C,88.2; H,11.8. Found: C,87.91; H,11.87. d-Limonene tetrabromide, m.p. and mixed m.p. with an authentic specimen,5 103-104°, no depression.

d-Limonene nitrosochloride, m.p. and mixed m.p. with authentic specimen,6 105-106°.

The nitrosate and the nitrosite of this fraction could not be obtained in crystalline form.

Fraction E (d-caryophyllene).

α-Caryophyllene nitrosate (m.p. and mixed m.p. with an authentic specimen,7 163°) and α-caryophyllene nitrosochloride (m.p. and mixed m.p. with authentic sample,8 177°, no depression) were obtained from this fraction.

Fraction F (caryophyllene).

Molecular refraction. Calcd. for C₁₅H₂₄-2: 66.13. Found: 67.39. Anal. Calcd. for C₁₅H₂₄: C,88.2; H,11.8. Found: C,88.31; H,12.14.

The nitrosate and the nitrosochloride prepared from

(4) Wallach and Otto, Ann., 253, 251 (1889). (5) Baeyer, Ber., 27, 448 (1894).

this fraction were identified as a-caryophyllene derivatives by the mixed m.p. determination with authentic specimens.

Hydration with Aschan's reagent.3

To a solution of 30 g. of the fraction F in 30 g. of ether, under ice-cooling, was added dropwise an icecooled solution of 30 g. of sulfuric acid in 30 g. of ether. The reaction mixture was made soda-alkaline and steam distilled. The distillate gave, after standing in an icebox overnight, some crystals, after recrystallized from ethanol and water, m.p. and mixed m.p. with an authentic β-caryophyllene alcohol,9 94-95°.

From this β-caryophyllene alcohol its phenylurethan was prepared, needles, m.p. 136-137°, mixed m.p. with β-caryophyllene alcohol phenylurethan, 136-137°.

The residue of the above steam distillation was again acidified with dilute sulfuric acid and steam distilled. From this distillate large amounts of α-caryophyllene alcohol were obtained, m.p. and mixed m.p. with authentic sample,³ 118-119°. The phenylurethan obtained from this alcohol melted at 179-180°, mixed m.p. with α-caryophyllene alcoholphenylurethan, 179-180°, no depression.

Fraction G.

The presence of α-caryophyllene in this fraction was confirmed by its nitrosate, nitrosochloride, and the hydration product.

The hydrochloride of this fraction was prepared by the ordinary method, needles (from ethanol), m.p. and mixed m.p. with cadinene dihydrochloride, 117-118°, no depression.

Fraction H.

Molecular refraction. Calcd. for C₁₅H₉₄-2: 66.13. Found

α-Caryophyllene was identified as its nitrosate, nitrosochloride, and the hydration product. The presence of cadinene was confirmed by its dihydrochloride, and cadalene formation in dehydrogenation with selenium.

Heating 6 g. of the fraction H with 12 g. of selenium for 24 hours, green oil was obtained. From this oil cadalene picrate, orange needles, m.p. and mixed m.p. with an authentic specimen 114-115°, was obtained.

Fraction I.

On dehydrogenation with selenium, and working up the reaction product, cadalene picrate was also obtained, m.p. and mixed m.p. with authentic specimen, 114-115°.

Fraction J.

From the physical constants, molecular refractions, and the analysis, the composition of this fraction was considered to be sesquiterpene alcohols.

Molecular refraction. Calcd. for C₁₅H₂₆O₋₁: 68.13. Found 68.35. Anal. Calcd. for C₁₅H₂₆O: C,81.1; H,11.7. Found: C,80.88; H,11.89

The hydrochloride and the phenylurethan of this fraction, and the picrate of the selenium dehydrogenation product, however, could not be obtained in crystalline form.

⁽⁶⁾ Wallach and Conrady, Ann., 252, 145 (1889).
(7) Chapmann, J. Chem. Soc., 1928, 785.
(8) Deussen, J. Prak. Chem., 120, 140 (1929).

⁽⁹⁾ Asahina and Tsukamoto, J. Pharm. Soc. Japan, No. 484, 463 (1922), C.A., 16, 3312 (1922).



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How to Make After Shave Lotions

Effects demanded of a satisfactory after shave lotion. . . . Pre-shaving lotions and sticks. . . . Alum sticks and styptic pencils

HENRY GOLDSCHMEIDT, Ph. D.*

THE following effects are demanded of an after shave Lotion: 1. Neutralization of the alkalization of the epidermis caused by soaps and shaving creams. 2. Restoration of the biological Acid Mantle of the skin. 3. Astringent action upon the pores of the skin and the tissues. 4. Relief of the tension and irritation of the skin caused by the shaving. 5. Refreshing and cooling of the skin, resp. the Epithel. 6. They also should have a pleasant odor and deodorizing effect. Solutions of citric, tartaric or phosphoric acids are suitable for neutralization of the alkali.

For the restoration of the biological acid mantle it is suitable to use weak solutions of acetic, lactic, adipic or benzoic Acid.

In after shave lotions astringents are used whenever they must possess a sting and a slight antiseptic action. The sting must precede the soothing effect. Double acting drugs such as menthol find a large field in astringent or after shave lotions. Alcohol also serves this purpose. In addition alcohol is antiseptic; it evaporates quickly and hence is cooling. Also alcohol is used as a solvent for aromatic chemicals or essential

*Mem Co.

oils such as witch hazel, oils of bitter almond, cinnamon, rose, rose geranium, lavender, lemon, lilac and orange blossom.

The preparation of after shave lotions is not difficult. But the perfuming of these cosmetic products is not so simple. Generally they are made with 0.5–1.0% of aromatic chemicals or essential oils. After shave lotions should have a pleasant odor. In most cases cloudiness results from the addition of aromatics or essential oils. The solution can be cleared through filtration after cooling. It is advisable to cool the product down to 33°–34° F. and to filter it afterwards. This procedure prevents cloudiness of the product during the cool season. Magnesium carbonate should not be used as a filter aid with acid-containing after shave lotions since neutralization would result. If using phenolsulfanate the contact with iron should be avoided.

When adding perfume tests have to be made if the oil or oil compound is acid or alkali proof, since borax or acid may change the character of the perfume oil or cause discoloration. This may also happen if triethanolamin or other amines are used.

A few formulas are suggested for the use of the formu-



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& Essential Oil Review

June, 1955 45

lator	They	11121	of	COURCO	ho	changed	and /c	e ad	antod.
lator.	Lifey	may	Of	course	De	changeu	anu/c	n au	apteu.

lator. They may of course be changed and/or adapted:
Electric Pre-shaving Lotion:
Alcohol .65% Cantharidin or Capsicin or Formic Acid .2% *Perfume Oil .2%
Water
Electric Pre-shaving Lotions:
$\begin{array}{cccc} \text{Alcohol} & .$
Alcohol
Witch Hazel .59% Menthol 0.1%
Zinc Sulfocarbolate
Electric Pre-shaving stick:
Calcium Sulphate
Pre-shave Lotion:
Borax1%

Pre-shave Lotion:
Borax
Triethanolamin
Glycerine
Perfume Oil 1 or 2%
Alcohol
Water and color q.s. 100%
Shaving Lotions:
Alcohol
Perfume Oil 1.5 or 2.0 fl. ozs.
Water
Boric Acid
Propylene Glycol3%
Perfume Oil
Menthol (1% in Alcohol)4.5%
Witch Hazel Extract 90%

AA HECH T	racel Exti	act	* *			30	10
Dissolve	perfume	oil	in	menthol,	dissolve	boric	acid
in witch h	azel, mix,	coo	la	nd filter.			

Acres committee	
Peppermint Oil	19
Glycerine	50
Bay Rum	. 940
Shaving Lotions:	
Alum	20
Glycerine	30
Menthol (1% in Alcohol)	50
Orange Flower water	200
Rose water	200
Witch Hazel Extract	500
	100
Dissolve the alum in the mixed liquids.	
Menthol	.0.20
Tragacanth	
Benzoin Tincture	50

Glycerine					. ,		,	. ,	. ,	 . ,	. ,				. ,	. ,	. ,			. ,	.40	7
Cassia Oil						٠															0.10	1/
Cinnamon	Leaf	O	il			,				*									*		0.4	70
Geranium	Oil												*	,		,					0.5	1/0
Water																	C	.5	Š.	1	100	7
Dissolve th																						

Add the tragacanth, essential oils and glycerine and stir until an even mixture is obtained. Add the water, then mix violently. Color.

Add 1% solution of formaldehyde to make the skin tingle.

					_	_											
Aft	er	5	h	a	ve		T	a	le								
Boric Acid					,		,		,	. ,		 *		*			.30%
Magnesium Stearate							'n		×		. ,	,					.4%
Zinc Oxide																	.20%
Perfume Oil																	
Talc																	
																1	00

Mix all ingredients together and sift.

			ľ	ertume	OII:			
Suitable	for	Pre	or	After	Shave	Lotions	with	spicy
character.								

Opoponax		è				*	,			,				,	×	. 1	10
Cyclamen Aldehyde		×			*				. ,		,						1(
Lilac synthetic																	
Jasmin synthetic								*				*					1(
Bergamott Oil																	. (
Rhodinol						*						×		×			
Phenylethyl Alcoho	1																1(
Nerol																	. 4
Geranium												,					. !
Methylionone													•				
Santalol																	. !
Aldehyde C 11							*										. 6

For economic reasons artificials materials can also be used for some of the ingredients.

To use a perfume oil in after-shave lotion without filtration or alcohol, clarity can be obtained by using a solubilizer.

From 2-10 parts of the solubilizing agent to 1 part of oil in aqueous media is necessary. Frequently used for solubilizing are: Polyoxyethylene fatty acid esters. Alcohol, propylene glycol, glycerol; Sorbitol or Sugar may be added. These frequently reduce the amount of agent needed. Solubilization is usually best accomplished by dissolving the oil in the agent and then dispersing this solution in the water or aqueous phase.

Alum Stick:

Dissolve alum in an equal amount of water by heating. (Be careful not to lose the crystal water.) Add 1% glycerine and 1% menthol. Pour into an oiled mold (use mineral oil). Let cool.

The finished stone can be polished with water.

Stv	ntic	Penci	1
2002	Serve.	T CHICK	

Ammonium	C	hl	lo	ri	id	le					*	*		*	*		*	'n	*	.60
Copper sulfa	ite														,	,				.69
Zinc sulfate																				.60
Ferric sulfat																				
Alum																				
Heat and m	ol	d.																		



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JEW PACKAGING and PROMOTIONS

MONICO

Bourjois has set up a new subsidiary, Monico, Inc., to distribute "Christmas in July" toiletries. The line consists of



Christmas in July

a 6-oz. bottle of cologne to retail at \$2.00, a 4½-oz. box of bath powder to retail at \$1.25 and a ½-oz. cologne stick to sell at \$1.25. Each box carries a complete illustration through all four sides—Santa Claus in a hammock supported by two palm trees and one of his reindeer basking in the sun next to him. Thus, when all four boxes are lined up in order, the complete picture is given. Glamour magazine will devote its entire July issue to the promotion of Christmas in July items.

BOYLE-MIDWAY

A new grooming aid for women called Wizard Push-Button Magic Net Hair Spray is being introduced by Boyle-Midway, Inc. Packaged in attractive blue and white push-button containers, distribution is being established in drug, grocery, variety and department stores. A feature of the introduction, priced at 89¢ plus tax, is the offer of a free make-up case of plastic material worth 39¢, or a \$1.28 value, plus a "Hair Care" booklet.

HAZEL BISHOP

Hazel Bishop Inc. is packaging together the latest pink shades in lipsticks with matching nail polish in a new counter display unit that contains and displays these Summer Pinks effectively—Soft Pink, Pastel Pink and Deep Pink. The display unit contains a one dozen balanced assortment of \$1.10 size lipsticks (1/s dozen each Pink shade) and 1/2 dozen assorted 60¢ size

Nail Polish (1/6 dozen each matching Pink Shade).

ANGELIQUE

A Perfume and Cologne Gift Bar has been introduced by Angelique & Co. The customer picks any two favorite fragrances in either cologne or perfume. The customer's selection fits into a "Custom Duo" gift box which has been made especially for the combination. The customer also selects the appropriate gift message, "Speedy Recovery," or "Bon Voyage," etc., and signs her name. Not only are there labels for special occasions, but also special seasonal gift box sleeves, "Valentine," "Easter," Mother's Day," "Christmas," for the different seasons



Gift Bar

of the year. The gift package, containing two one-dram flacons of perfume or two one-ounce bottles of cologne, sells at \$3.50 for the perfume duo (\$5.00 for the two flacons bought separately), and \$3.50 for the cologne duo (normally \$3.50).

HARRIET HUBBARD AYER

"Sweet Moments" and "Fragrant Showers" are the names of the two new colognes being introduced by Harriet Hubbard Ayer. These two mood fragrances are presented in square-cut faceted bottles with a screw cap decorated in the Ayer white and gold moire design. They are available in an eight-ounce size only representing a \$2.50 value for \$1.00 plus tax.

BONNE BELL

Bonne Bell has introduced a little handwoven basket fitted out with a bottle of Ten-O-Six Lotion, a bottle of



Fishing Creel

Sure Tan Lotion and one of two new shades of lipstick. The Bonne Bell Beachcomber basket is an adaptation of a fishing creel and comes in two sizes, each having extra room for incidentals. Each basket is a natural straw color. Held in place by a band inside the Beachcomber lid is a new Bonne Bell ever stain lipstick in a choice of two new shades—Cabana Coral or Bermuda Red. The Sure Tan lotion is in a plastic bottle.

LEVER BROTHERS

A new toilet bar called Dove is now being introduced in test markets by the Pepsodent division of Lever Brothers Co. Dove is an opaque white bar with a sculptured form designed to be snugly cupped in the hand. It will be sold in food, drug and department stores.

MENTHOLATUM

Mentholatum, a nationally known family remedy used as a nasal ungent and rubbing balm, is now being packaged in a new emerald green jar. The product is being packaged in one-ounce and three-ounce jars. Mentholatum in tubes will appear in a matching shade of green to assure family identity.

CHERAMY

To stimulate summer sales Houbigant offers Quelques Fleurs eau de toilette with a free atomizer. A two-ounce size sells at \$2.75 and a four-ounce size sells at \$3.95.

for SMOOTHER, MILDER

investigate these

protein fatty acid condensates

MAYPON 4 C An anionic sudsing agent, detergent, and emulsifier ideally suited for use in the production of . . .

Shampoos
Cold Wave Solutions
Liquid Bath Preparations
Cosmetic Creams

MAYPON 4 CT An advanced development of Maypon 4C recommended for

Liquid Shampoos
Pressurized Shampoos
Cold Wave Solutions
Liquid Bath Preparations
Creams

Both Maypon 4C and Maypon 4CT satisfy the Draize-Woodward Eye Irritation Test in all concentrations.

MAYWOOD CHEMICAL WORKS
MAYWOOD, NEW JERSEY



JEAN NATÉ

Shortly available for shipment is a new Men's Travel-Pac by Jean Naté, Inc. fitted with a six-ounce black polyethylene bottle of After Shave Lotion and a cake of soap in a protective poly-



Travel Pack

ethylene pouch. Ample space is provided for extra grooming articles. The Travel-Pac is a drawstring type of flexible bag made of embossed black taffeta-finish vinyl which is both strong and waterproof. The sheen of the black is contrasted by a wide chartreuse band of linen-finish vinyl through which the black drawstring is laced, and by the lettering in chartreuse. The bottle of after shave lotion is black with a black cap. The lettering is in white and the shirt front insignia is lettered across in green. The Travel-Pac sells at \$2.25. Tax is 15¢ on the After Shave Lotion only.

PRINCE MATCHABELLI

Prince Matchabelli announces the new "Take-Kit," pairing Summer Shower cologne and Summer Shower talc. The squeeze-spray, lightweight



Take-Kit

bottles are made of plastic. The "Take-Kit" travel set is a new addition to the regular Summer Shower line of bath and after-bath items. It sells at \$2.00, plus tax.

GOURIELLI

"The only way to keep cool is to stand under a shower all day," the frequent summer lament, is being answered by Gourielli in the form of Moonlight Shower Mist, an aftershower spray. It is designed to be applied liberally after showering and comes in a large, eight-ounce bottle which sells for \$3.00 plus tax.

COLGATE-PALMOLIVE

Colgate-Palmolive Co., in behalf of Palmolive After Shave Lotion, and the American Greetings Card Corp. are cooperating in a promotion which will help druggists capture their share of a billion dollar Father's Day gift business. Greetings card cases in drug stores will carry display cards suggesting Deluxe Size Palmolive After Shave Lotion as the ideal gift for Dad, with a Father's Day card. Elsewhere in the store, Palmolive counter display pieces



For Father

and collar cards will recommend that an American Greetings Card be enclosed with each gift of lotion.

MAHDEEN

A new modern package has been adopted by Mahdeen for Dandruff, a dandruff remover made by the Mahdeen Co. The six-ounce oblong bottle has the same capacity as the old bottle. The change was made because of the sales appeal of the new container. The new bottle has a four-color label which shows a girl with a modern, shoulder-length hairdo, in contrast with the old blue and white label that depicted a girl with an old-fashioned hair arrangement.

MARY CHESS

During the month of June, Mary Chess, Inc. will offer a special "Rainbow Soap" soap package at a special \$3.50 price. After June 30th, the price will be the regular \$5.00. The ivory box contains: 10 ovals of soap—six guest, three hand and one large bath soap, all in pastel rainbow colors—in a sextette of Mary Chess choicest fragrances. There is no sales tax on this soap.

BOURJOIS

Bourjois presents "Co-Stars" a combination of "Evening In Paris" Toilet Water and After Bath Talcum Powder for spring and summer sales. A national advertising campaign has been



Co-Stars

started in 21 leading magazines. The bottle of "Evening In Paris" Toilet Water contains one fluid ounce and the bottle of Talcum Powder contains 31/4 ounces. The blue bottles stand in a red, white, and blue star-dusted box. It is a self-display package.

LADY ESTHER

A new and effective kit of point-ofsale display material is being offered by Lady Esther in connection with its intensive campaign for their new "whirled-in-lanolin" face powder. The kit includes a mobile, a small counter card, a large window card and a counter shade tester. The mobile is a wire stand mounted in a rubber suction cup. The small counter card can



Whirled-in-Lanolin

be used on counter shelf risers or in a window display. It has a mobile "dangle" on one side of the actual box. The special shade tester holds seven shaker-type vials of Lady Esther shades. sed

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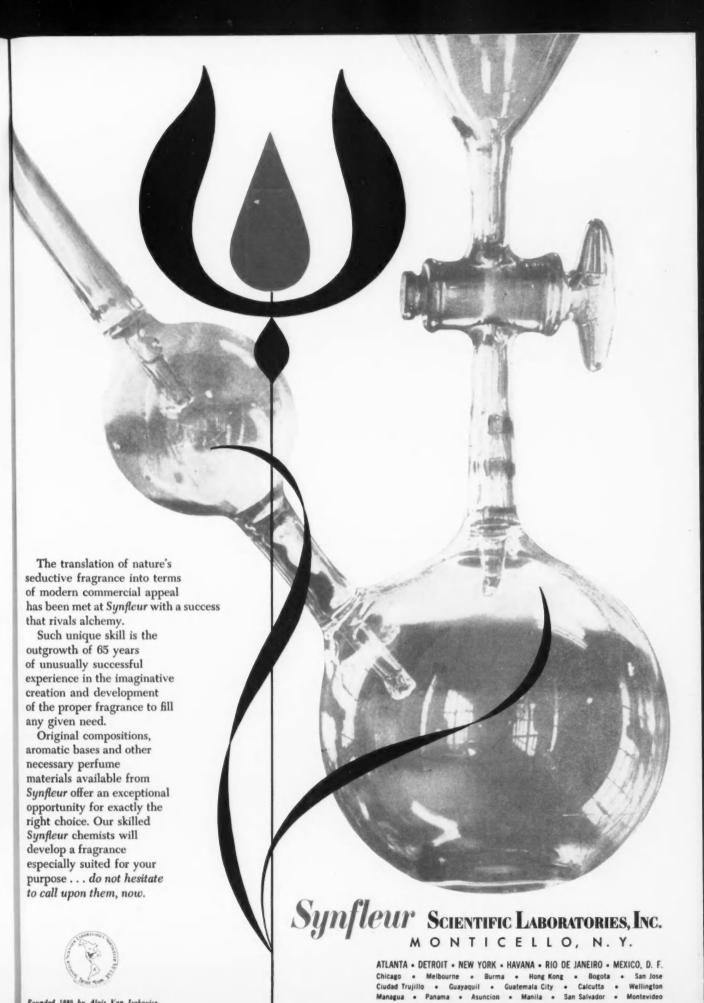
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Co-ordinated Research

Pure research into formulae and fabrication of glass, packaging research into processing and handling methods in customer plants, and market research into consumer attitudes, add up to greater specific value for your packaging dollar.



Engineered Design

The package that takes your product to market must take *three* needs into account. Considerations of its function in the retail store, its operating efficiency and its consumer utility all become a part of the prescription for an Owens-Illinois package.



The Right Container

Versatility of facilities and talents points to Owens-Illinois as your best source of supply for a wide range of specialized needs: Containers where beauty, utility and tradition are blended in the proportions required by different product classifications.

Petite Loveliness to





COMPLETE PACKAGING APPROACH



The Right Closure

Know-how as to the best available liner and closure-best for packing, displaying, or using a specific product-may well be one of the most important single points through which expert packaging counsel will reward you many times over.



Needed Fitments

With emphasis on the word "needed," Owens-Illinois fitment specialists are keenly aware of sales benefits possible through use of fitments which are not "gadgets" but which basically increase consumer satisfaction with your product.



Merchandising Cartons

Modern cartons are developed only through systematic consideration of their opportunity to serve you in the retail store and retail warehouse as well as on your own filling line and in transit. Owens-Illinois is pioneering such developments.

He-man Handiness...

Duraglas salesmaking packages can express the personality of any product



THERE'S NO DOUBT ABOUT IT, sales are made by the beauty and convenience of the package. It's the first impression the customer gets of your product.

So at Owens-Illinois, SALESPACK-AGING has been developed to its highest degree-by specialists in design, engineering and marketing.

The character of your product may call for especial beauty and grace in the container. Its use might be aided by the bottle's form or a special fitment.

So look to Owens-Illinois as a marketing-minded supplier of glass packages of all types, capacities and designs both stock and custom.

DURAGLAS CONTAINERS AN (I) PRODUCT

OWENS-ILLINOIS

GENERAL OFFICES · TOLEDO 1, OHIO

Notes & Topnotes

Award Will Honor Name of Charles Welch

GENERATION of young people A GENERATION of young I dustry in recent years, and it is diffi-cult to realize that many of the executives of today do not remember the dynamic personality that was Charles Welch. Associated during his business career with several cosmetic houses, he severed all such connections in the latter years to devote himself to industry-wide and trade association affairs. From the hectic days of the N.R.A. to the painstaking struggle for sanity and restraint in cosmetic legislation that would not be anti-cosmetic legislation, the influence of Charles Welch was felt, perhaps more than that of any other single person associated with this industry.

For several years, as awards for outstanding achievements in the pack-aging of toiletries were given to deserving recipients, the name of Charles Welch would be revived in affectionate memory and nostalgic admiration. These awards will now be discontinued, and in their place, it is announced on the twentieth anniversary of the Toilet Goods Assn. a scholarship in the name of Charles Welch will be donated each year to a worthy and needy college student. So much does such a course of action speak for itself that the words of praise could only be superfluous. We look forward to outstanding achievement coming out of a scholarship program endowed in the name of a man whose achievements were many.

Gift Toiletries Sold With Greeting Cards

WE have commented before on the possibilities of joint promotion or joint sales of cosmetics with products made by other industries. Along comes the announcement of the plans of Colgate for sales of its Palmolive after-shave lotion with Father's Day greeting cards-a plan so logical that one cannot help but wonder why it has not been exploited by many firms on numerous holiday occasions. The greeting card and the toilet goods should serve as an example of the type of merchandising idea that can result not only in greater sales for a specific company, but for the entire industry. While it may not seem important, when company sales grow, to determine whether these are sales added to those of other firms or taken away from the latter, from the viewpoint of a healthy and thriving industry, this is most significant. We like the idea of joint promotions, and we think there is room for many more of them.

Advertising Claims Are FDA Province

WHILE we have sought to confine our remarks in times past primarily to the perfume and cosmetic industries, it seems pertinent to comment upon a recent decision in which the Food and Drug Administration and a drug company were involved. In this particular instance, despite the fact that the Food Drug and Cosmetic Act does not specifically give the FDA jurisdiction over advertising (in the manner that it does over labeling), the courts held that the therapeutic claims made in advertising may be considered by the FDA even though the label does not support such claims. It would otherwise be quite easy to evade the spirit and the letter of the law if a drug house could make therapeutic claims in advertising but, by omitting such claims on the label, thus avoid any skirmish with the FDA. Exactly to what extent (if at all) such a ruling may eventually affect cosmetics, one cannot say; probably not at all. But any decision which gives better protection to the consumer of products being watched by the FDA is one that should be greeted enthusiastically by all the far-seeing people in the in-

CSMA Convention Is Victory Session

THE Chemical Specialty Manufacturers Assn., which held its convention in Chicago last month, is an organization going forward at such a rapid and uninterrupted pace that one can hardly stop to take a deep breath and evaluate the situation. Above all else, the CSMA progress has become synonymous with aerosol progress, not because that is the sole field of CSMA activities (far from it), but because this field has moved ahead with such amazing rapidity in the course of the last few years. Yet, to some observers, it seems that progress in aerosol during recent times has been greater in containers and valves than in contents. Few new aerosol products appear that are different in content from those long known, and the hope that adaptation of cosmetics generally to the aerosol form of packaging and dispensing would shortly bear fruit now seems to be among the forgotten promises of yesteryear. The entire aerosol industry seems to be riding high; the graph of sales extends upward; but new formulations and improved products are needed if this is to continue.

Artists Equity Ball Finds a Sponsor

WHEN Artists Equity held its annual ball earlier this year, it was sponsored and underwritten by Parfums D'Orsay, certainly a unique sponsorship for a business firm-Unique, but quite understandable, for it was a manifestation of the intense interest that the management of D'Orsay felt should be taken by American business in American artists and art. Certainly, if it is proper to sponsor radio and television programs, it should be all the more commendable to sponsor a gathering of artists. Whether this be regarded as a good business gesture (it was called "Bal Fantastique" after one of the D'Orsay fragrances) or as a sort of cultural philanthropy, it is a move that deserves the proud commendation of an entire industry.

Industry Not Dominated By Merged Firms

TWO giant mergers in the cosmetic and drug industries have taken place in recent months, but they leave us more convinced than ever, despite some very authoritative dissenting voices, that cosmetics will not be dominated by two or three companies. There are still several score major firms in the various branches of the cosmetic and perfume industries; it will take more than a couple of mergers, important as they are, to bring most of the business under a few corporate roofs.

Toward the Second Cosmetic Seminar

 $\Gamma^{ ext{HOSE}}$ who attended the first seminar of the Society of Cosmetic Chemists need not be reminded of that memorable event; those who were less privileged, and who learned of it through these pages, may recall our enthusiastic response. We now learn that a second annual seminar will take place this Fall, that it will have distinguished speakers on three subjects of vital concern to the technical men (and therefore to all men) in this industry. If we can draw a lesson from the past to predict the future, this will be an important gathering which no serious worker in the industry can afford to overlook.



- √ exceptional purity!
- √ excellent stability!
- √ outstanding odor and color resistance!
- √ longer shelf life!

Creams, hair oils, hair dressings, suntan oils . . . whatever your cosmetic product . . . the White Oil you use should be fortified with Vitamin E to assure greatest stability against odor and color development. Now Sonneborn Research Laboratories have developed and patented a Vitamin E-fortified white oil—CARNATION White Mineral Oil—to help make your finished product better . . . keep it factory fresh.

Give your cosmetic product the stability, the superior shelf life, the greater customer satisfaction—which CARNATION White Oil can help assure.

Why take chances when protection costs no more! Insist on Sonneborn CARNATION White Oil fortified with Vitamin E!



L. SONNERORN SONS, INC

New York 10, N. Y.

Hints

for Improving Production

Sanitary Cooler Installation

By suspending a water cooler above the floor with a Cordleyrac wall bracket, the floor is kept clean around the cooler, it is claimed by Cordley & Hayes the manufacturer. Made of



Cooler Installation

heavy gauge steel, this new cooler holder is of special use to food processing and bottling plants and chemical plants. It can be raised to any desired height and needs only four bolts or screws to hold the bracket to the wall, whether it be of plaster or wood.

Control of Static Electricity

Static electricity in laboratories can now be controlled simply, effectively and inexpensively by the use of Technistat S, according to Techniservice. Plastic aprons, clothing made of nylon or other synthetic fibers, and surfaces in general can be static-controlled by the application of a small quantity of this product, it is stated. A companion product, Technistat A, is suggested for use in microscopic and analytical work where it can be used to control static electricity on microscope slide, balance brushes, weighing dishes, etc.

Controlled Volume Pump

A new controlled volume pump, engineered for precise control of fluid

flow at pressures ranging from 7500 to 50,000 psi, has recently been announced by Milton Roy Co. Ideal for high pressure syntheses, hydrostatic pressure testing and high pressure fluid metering, the manufacturer states this new flow control instrument provides precise metering accuracy at higher capacities as well as higher pressures. Seven different units are offered to cover the range 7500 to 50,000 psi.

Oscillating Conveyor

To meet a growing demand for vibrating conveyors for handling bulk materials, Gifford-Wood Co. announces a new oscillating conveyor designed with a minimum of moving parts. According to G-W officials, it requires practically no maintenance to run. It is a vibrating trough driven by rotating eccentric weights. Its components are 1) a drive unit, 2) a trough resting on rocker arms and coiled springs, and 3) a supporting base frame. Of unit construction, each Oscilveyor is made up of one drive unit and any number of trough units.

Self Locking Nuts

A new line of self locking nuts consisting of a one piece nut and lock washer combination designed to sell for less than preassembled nuts and lock washers, is offered by Jacobson



Self-Locking Nuts

Mfg. Co. Serrated, hardened teeth on the face of the nut provide locking action.

Long Tip Pipette

A new, slender long tip pipette has been developed by Kimble Glass Co., subsidiary of Owens-Illinois Glass Co., Toledo 1, Ohio, for easy insertion into



Pipette

apparatus with narrow openings. It is useful for delivery of or removing fluids from small volumetric flasks, absorption cells and micro centrifuge tubes. They are available in seven different sizes.

Bottle Crusher

Design and production of a high capacity and high speed bottle crusher that eliminates the broken bottle hazard in bottling plants is announced by Specialty Engineering Co. According to the company the machine answers the problems of bulky broken bottles that clutter up valuable space and create a source of danger and injury to plant employees. Broken bottles crushed by this machine are so finely ground that their handling and storing is safe and simple, occupying less than 110th the space taken up by the original bulky bottles. The Specialty Crusher crushes bottles of practically all sizes and is motorized for continuous high-speed operation.

Plastic Drum Faucet

A polyethylene plastic drum faucet, which reportedly is a completely new idea in its field, has been introduced by the Multi-Meter Corp. Designed to fit all ¾ inch standard drum openings, this new full-sized faucet is priced considerably lower than regular metal style faucet and is more durable and of lighter weight. Extremely important is the polyethylene construction which will not react with strong acids, alkalies, oils, etc.



Every cosmetic formulator should try this

Just drop us a note and ask for free samples of Myvacet Distilled Acetylated Monoglycerides. We'll send two types and enough background information to undertake some practical cosmetic formulation experiments.

Type 5-00, a white solid melting at 42-44 C, is flexible in thin films, easily emulsified, and lacks greasiness. Type 9-40 is also non-greasy—a clear, colorless liquid completely miscible with alcohol-water mixtures of up to 20% water. Derived from and compatible with living tissue, these two nevertheless avoid the basic tendency of glyceride fats toward oxidative rancidity. The acetylation takes care of that, while our unique molecular distillation confers uniformity and purity.

Try "Myvacet" in baby oil. See how much lanolin goes into the mineral oil without clouding.

Try it in lipstick. Let it replace castor oil and see it improve fracture resistance and lessen the greasy feeling. Try it in bair dressings. See whether it introduces less greasiness and staining tendency than castor oil.

Try it in alcoholic lotions. See if it won't provide the same lubrication as isopropyl myristate or isopropyl palmitate and yet leave no greasy residue.

Try it in shampoo. See a liquid cream shampoo formula produce a cream paste shampoo when Type 5-00 replaces glyceryl monostearate or a heavy liquid cream shampoo when Type 9-40 is used.

Try it in powder foundations. See a more homogeneous paste than with isopropyl palmitate and a non-shiny film on the skin.

Myvacet Distilled Acetylated Monoglycerides are made by Distillation Products Industries, Rochester 3, N. Y. Sales offices: New York, Chicago, and Memphis • W. M. Gillies and Company, Los Angeles, Portland, and San Francisco • Charles Albert Smith Limited, Montreal and Toronto.

distillers of monoglycerides made from natural fats and oils



Also...vitamins A and E...
some 3500 Eastman Organic Chemicals
for science and industry

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& Essential Oil Review

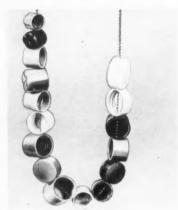
June, 1955 57

New Products

and Developments

Stock Plastic Closures

Samples of stock plastic closures in a variety of sizes, shapes and shades are now available from Scott Plastics.



Plastic Closures

Each conveniently strung set affords visual evidence of the many different types available. Round or angled closures with flat, convex or fluted tops, in plain or detailed sides, are being produced by Scott.

Dibromodimethyl Hydantoin

Dibromodimethyl hydantoin is now available in commercial quantities. It is a cream colored powder having a melting point of about 184 degrees centigrade. It has an active bromine content of about 54% and serves as a brominating agent for many organic compounds. Large scale tonnage production facilities for this chemical have been completed at the plant of the Glyco Products Co., Inc.

New Chemical Specialty

Bodolo, a new chemical specialty, has just been developed by Dodge & Olcott, 180 Varick St., New York 14, N. Y. Recommended particularly for soaps and soap preparations, Bodolo is an alcohol similar in odor to Linalool, and is said to be completely stable and non-discoloring in soap products. It can be used as a partial or complete replacement for Linalool or Bois de Rose. Physical constants are: S. G. @25 degrees, about 0.833. R. I. @20 degrees

is above 1.4366. It is soluble in two or more volumes alcohol @70%.

New Perfume Specialty

The Dodge & Olcott, Inc., perfume laboratories have announced the development of a new perfume specialty now available to perfume and cosmetic chemists. Called Floritys, the new specialty is described as having an odor both spicy and floral, and blends beautifully with Jasmin, Rose, Carnation and woody notes, according to the company.

Quaternary Ammonium Cmpds.

Pendit CA, a blend of high molecular weight quaternary ammonium compounds and fatty alcohols prepared especially as a base for the preparation of "creme rinses," has been announced by Raymond Laboratories, Inc. It is also claimed to be useful as a hair conditioning agent and auxiliary emulsifier in cream-type hair tonics and hair oils. Pendit CA is also finding application as a textile and leather softener.

Recording Spectrophotometer

A new infrared recording spectrophotometer, designed for either quantitative or qualitative analysis, has been introduced by Baird Associates. It is equipped with a series of controls which permit flexibility in spectrum analysis. The unit's recording system can be readily converted to optimum conditions for either quantitative or qualitative programs, with scanning speed, slit width and amplifier gain easily varied by individual controls. A unique "floating balance" measuring system, incorporated in the doublebeam instrument, insures greater precision in quantitative work, according to the company.

Aluminum Dust Mask

A feather-light protective mask workers enjoy wearing, less than ½ ounce in weight and made of soft rolled aluminum is being made by the General Scientific Equipment Co. It protects against ordinary non-toxic dusts and spray hazards and may be worn with goggles.

Heavy Gage Plastic Liner

A heavy gage plastic liner has been developed by Jones & Laughlin Steel Corp. for use in their steel containers.



Plastic Liner

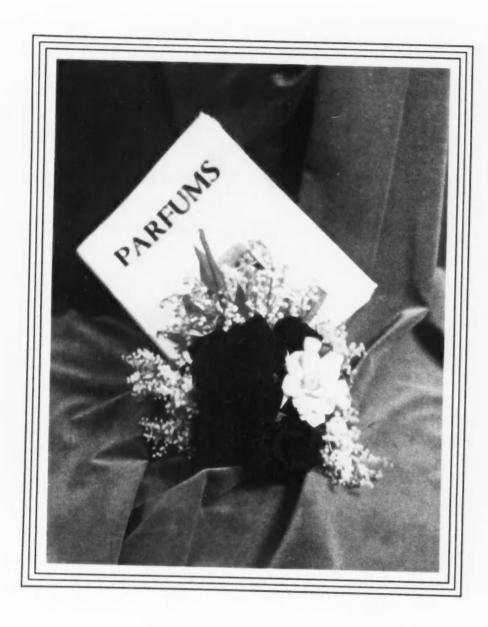
Made of polyethylene, it is known by the name of "JaLiner" and has undergone successful field tests for soft drink concentrates, pharmaceuticals and germicides.

New Laboratory Stirrers

A new, complete line of high quality laboratory stirrers is now being offered by Talboys Instrument Corp. These include direct drive stirrers, the T-Line gear drive stirrers and T-Line stirring paddles for all purposes.

Packaging Adhesive Folder

Paisley Products, Inc. offers a free 4-page illustrated folder describing six classifications of adhesives for the packaging field. Subjects include carton sealing glues, case seal glues, bottle label glues, round container labeling glues, resin emulsion adhesives and wrapping & bundling adhesives. The folder also describes Technical Service Bulletins which cover these subjects in even greater detail.







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Flavor Section

Facts on the Honey Flavor

The flavor of honey depends on the floral-nectar type with tupelo, white sage, orange blossom, clover and alfalfa being considered most desirable

MORRIS B. JACOBS, Ph.D.



ACONEY has been used as a food and as a flavoring material in biblical and even earlier periods. There are a number of references in the Bible to its sweetness and its flavor. Natural honey is defined as the nectar and saccharine exudations of plants gathered, modified, and stored in the comb by honeybees.

Pure honey must be levorotatory, that is, it must turn or rotate light passing through it to the left: it must not contain more than 25 per cent of water; its ash must not exceed 0.25 per cent; and it must not have more than 8 per cent of sucrose.

Normally bees, which obtain all of their nutriment from the nectar and sweet exudations of plants, will convert the sucrose of these exudates into the hydrolytic products glucose and fructose, or as they are often termed dextrose and levulose. If the bees are fed large quantities of sucrose directly, they may at times fail to make the conversion and the resulting honey may contain more than the maximum permissible amount of sucrose.

Commercial Forms of Honey

Honey is sold commercially in a

number of forms characterized by the method used to separate it from the comb. Thus, comb honey, or more specifically, section comb honey is a section of a comb, usually of the thin commercial frame in which it is produced. It weighs from 10 to 15 ounces, depending upon how completely the cells are filled. Such honey is considered to be better grade.

Extracted honey is honey that has been separated from the uncrushed comb by centrifugal force or by gravity. In the former case the combs are whirled in a separatory extractor and in the latter case the liquid honey is obtained by suspending the macerated comb in a cotton bag.

comb in a cotton bag.

Strained honey is honey removed from the crushed comb by straining or by other means of sieving or filtration.

Chunk honey consists of pieces of comb with extracted honey poured over the pieces so that they are completely immersed in or surrounded by liquid honey. At least 40 per cent of the total net weight should be contributed by the comb honey. This may be difficult to achieve in small jars.

Whip honey is the light, cream-textured product made by whipping granulated honey. The crystallization of honey or granulation may be disadvantageous when large or coarse crystals of dextrose hydrate result. On the other hand, the flavor of some honey, principally western alfalfa unheated honey, which has crystallized with the production of very fine crystals, is considered desirable and is used as a bread spread. This type of honey is known, when produced artificially as creamed honey, honey butter spread, crystallized honey spread, Dyce-processed honey, and by similar names.

Most commercial honey is extracted honey. It is sold in bulk in 60-pound honey cans very similar to the common 5-gallon can with rectangular sides but sometimes is packaged in barrels.

Floral-Nectar Types

There are a large number of different flowers which produce exudates and theoretically honeybees could produce honey from all of these different types of flowers. Actually, however, there are less than 50 different types of flowers that yield honey in any quantity and those from which large quantities are obtained are very few. Sweet clover, white clover, alsike clover, and other clovers and alfalfa yield

nearly 65 per cent of the honey crop. The flowers of vetches, lima beans, mesquite and other legumes increase the total amount of honey from plants of this type to about 70 per cent.

The honey from clover and alfalfa and from most legumes have a pleasant and mild flavor and a relatively light color which makes them desirable.

Walton, in the Yearbook of Agriculture, 1950-1951, notes that honeys from orange and other citrus blossoms are produced in important volume also. They have an attractive flavor and aroma and a pale to golden color whether obtained from California, Florida, or Texas. California sage honey and a number of its blends are also considered to have a desirable flavor.

Honey from tupelo, produced principally in the swampy areas of Florida and Georgia, is very likely the sweetest commercial honey. It has a delicate and spicy flavor.

Other floral types of some commercial importance are those honeys obtained from buckwheat, basswood, cotton, and yellow poplar. Buckwheat, which yields a light colored honey which has a strong, rich flavor, appealing to some people but generally considered less desirable to most consumers.

Of the honeys produced in larger quantity, California white-sage honey ranks as the finest of the white honeys, honey from orange blossoms ranks second, and white and alsike clover honey follow in preference. Honey obtained from fire-weed is also mild in flavor and nearly water-white in color.

Fall flowers like aster and goldenrod yield honeys which are dark in color and their flavor is not deemed as good as those mentioned.

Extrafloral Nectaries

Certain plants such as vetches, cotton, partridge-pea, and a few other plants secrete nectar not only from the nectaries of their flowers but also from special areas called extrafloral nectaries on the leaves or stems.

Honeydew is an exudation produced on the surface of leaves and trees by insects such as plant lice or aphids, scale insects, gall insects, and leafhoppers. These exudations may be gathered by bees when nectar is scarce.

Honeydew differs from the floral nectars, from which true honey is made, in that it contains a large amount of dextrins. These are dextrorotatory so that the product is dextrorotatory in contrast to normal honey which, as mentioned, is levorotatory.

Honey Flavor

A search of the literature shows that

a vast amount of work has been done on the composition of honey and its variation in composition attributable to geographical origin and botanical source. For example, almost every country has a honey given a geographical name like Belgian, Bulgarian, German, French, Hawaiian, Hungarian, Grecian, Russian, etc. As noted in the section on floral-nectar types, a number of honeys are characterized not only by the floral-nectar type but also by the geographical origin of the plant so that an orange honey may also be known as a California-, or Florida-, or Texas-orange blossom honey.

The average composition of pure floral-nectar honey based on the work of the famous food and sugar chemist Browne on 78 analyses of 33 floral-nectar types is: total sugars 76.4 per cent [consisting of fructose (levulose) 40.5 per cent, glucose (dextrose) 34.0 per cent, and sucrose 1.9 per cent], moisture 17.7 per cent, ash 0.18 per cent, dextrin 1.5 per cent, total acid (as formic acid) 0.08 per cent, and 4.1 per cent of undetermined components. The ratio of fructose to glucose, on the average, was 1.16 to 1.

Flavoring Components

In marked contrast to the large amount of work published on the variation in composition, on methods of analysis of honey, and on methods for the detection and determination of adulteration, there is virtually no literature on the flavoring components of true honey.

In 1930, Nelson reported that orange honey contains sufficient methyl anthranilate which can be detected by odor and can be isolated and identified by chemical tests. Another flavoring component isolated from honey is diacetyl (2,3-butanedione).

It is very likely probable that among the reasons for the lack of work on the actual flavor components of honey is the fact that so many well-known synthetic organic compounds such as the phenylacetates which have well-defined honey aromas are known.

One might well wonder why any efforts should be expended on the development of artificial honey flavors when so many natural honeys are available for use. Indeed, shortly after the end of World War II, after the shortage of sugar was overcome, there was actually a surplus of honey and only honey of good flavor was capable of meeting the competition for the consumers' dollar.

This led to work by the Eastern Regional Research Laboratory, Philadelphia, Pa., to develop methods for the improvement of flavor in off-flavored honey and even to methods to deflavor honey.

The very fact of the widespread sources of honey and the many floralnectar types which are available is the cause of the relative lack of uniformity of honey. This necessitates adequate blending to produce a uniform product but it also points up an advantage which rests with artificial honey flavors.

As Walton says, "To one who fully appreciates the delicate flavors and ethereal fragrance of honey newly ripened from wholesome floral sources, no man-made confection equals honey in the comb. The greatest appeal of honey is its taste, which comprises far more than sweetness plus the aroma of flowers. Piquant tartness stemming from its natural acids enhances the flavor and is an important taste component. The full body of well-ripened honey, which conveys a sense of smoothness and substance to the tongue, also plays a part in the sensation of a satisfying taste effect.'

In a subsequent article the various uses of honey for the flavoring of confectionery and of tobacco, for the manufacture of preserved fruits and baked goods, as well as the methods of processing for the development of better flavor and the formulation of artificial flavors will be discussed.

Flavored Notes

NOTHER bill for the control of A chemical additives in foods has been introduced into the House by Representative A. L. Miller, who was the author of the law to control pesticides that was passed by Congress in 1954. This variation of chemical additives control seeks a middle of the road course. A firm or person wishing to use a new chemical additive must file a report concerning its safety with the Secretary of the Department of Health, Education, and Welfare. If, on the basis of this report, the Secretary decides to give an adverse finding, then it is referred to an advisory committee made up of an equal number of representatives from industry, government, and science. Under certain conditions the manufacturer could market his additive and the Secretary could obtain an injunction. There are other variations of appeal.

"Phygon Mint Dust" a product formulated by the Naugatuck Chemical Division of the U. S. Rubber Company appears to be a means of controlling mint rust, a fungal disease of mint which has reduced the yields of mint oils by as much as 35 per cent in the Northwest. Four to six applications during the growing season are necessary to prevent the rust. The fungicide does not leave sufficient residue to affect the mint oil.—M. B. J.

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Flavor Problems Discussed by F.E.M.A.

Well attended 46th annual convention considers food additives legislation, vanilla bean situation and merchandising trends

MAJOR problems which affect the flavoring products industry were discussed by leading authorities at the 46th annual meeting of the Flavoring Extract Manufacturers Assn. in the Edgewater Beach Hotel, Chicago, May 22-25. The meeting was well attended and as usual the business sessions were conducted with dispatch by President William H. Hottinger Jr.

The Board of Governors luncheon meeting Sunday, formerly opened the convention; and late in the afternoon the Suppliers Hospitality Party was held. Good fellowship reigned at the party and members renewed friendships and informally discussed matters affecting the industry.

At the first session reports were given by committee chairman Chris Christensen for the entertainment committee; L. F. Haznaw for the program committee; Bruce Durling for the golf committee; and S. M. Kleinschmidt for the registration committee. The report of the executive secretary and counsel John S. Hall was also given at this session, following the address of President William H. Hottinger Jr.

Entertainment to offset the serious

nature of the business sessions added much to the interest of the convention. This included the annual golf tournament and a sightseeing tour of Chicago.

The highlight of the entertainment program was the annual President's Reception which was preceded by a cocktail party and followed by the annual banquet and entertainment furnished by professionals.

On the final day of the meeting the popular Chemists' Breakfast was held for an exchange of ideas on current problems of common interest.

The papers read at the meeting

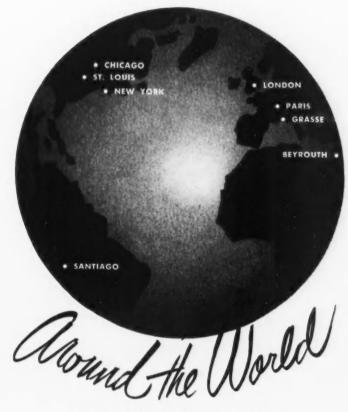


Gaiety reigned at the President's Reception. Left to right, former presidents W. B. Durling and W. G. Grant, Samuel Edwards, Robert Montgomery, William Miller and Ray Moy

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& Essential Oil Review

June, 1955 65



Gene Kielhofer tells an amusing anecdote to two old friends



Garret Meyer and Robert Krone view the festivities at the reception

throughout the sessions were:

My Observations on the Sales of Flavoring Extracts in Grocery Channels-C. C. Augustson, president, Illinois Retail Grocers Assn.

The Business Outlook—L. John Kutish, Economist, Federal Reserve Bank, Chicago.

Use of Chemicals in Food—James Gillet, Chairman of the Chemicals in Food Committee of the Manufacturing Chemists Assn.

The Vanilla Bean Market Situation—Ray C. Schlotterer, Secretary of Vanilla Bean Assn. of America.

Some Problems of Food and Drug Law Enforcement as it bears upon the Flavoring Industry—Geo. T. Daughters, Chief of Chicago District Food and Drug Administration.

How much should you spend on Advertising?—Wm. F. O'Dell, president, Market Facts, Inc., Chicago.

Testing for Toxicity in Layman's Language – Why Toxicity – Don D. Irish, Dow Chemical Co.

Product Liability—Michael J. Thuma Chicago.

The Essential Oil Market Situation

-Louis Gampert, president of Essential Oil Assn. of America.

A New Approach to the Problems of the Vanilla Industry—Dr. Geo. L. McNew, Boyce-Thompson Institute.

A Progress Report on the Industry Research Program—the Chemical Composition of Vanilla Bean Extract—Dr. Edw. A. Prill, Boyce-Thompson Institute.

Experimental Work on Vanilla Beans in Puerto Rico—Dr. Thomas Theis, U. S. Experiment Station, Puerto Rico.

Vanilla Bean Culture and Growth-I. Maxwell.

Certified Color Situation-R. H. Pulver.

Modern Trends in True Fruit Extracts-H. Shore.

Powdered Flavors-C. Fricke.

Committee reports were given on the final day of the meeting by Myron J. Hess. C. P. McCormick Jr., Lloyd



J. N. Blatterman, President Don Jenks and Louis Gampert, president of the Essential Oil Assn. pause for an informal chat

Synthesis of Vanilla-F. J. Zimmerman.

E. Smith, A. S. Wendt, and John N. Gurlett. The report of H. L. Janovsky,

Harold Janovsky, chairman of the Scientific Research Committee who presided over the informative Technical Symposium snapped with Mrs. Janovsky at the President's reception



The American Perfumer





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The friendly spirit which prevails in the association was well exemplified in the informal social gatherings. In the group at the U. S. I. suite were: President and Mrs. Don Jenks, Mrs. Fred J. Lueders, Mr. and Mrs. Fred Buehler, Thomas Bennett, William Kammerer, George Stanton, Harry J. Obarski, James E. Whitescarver and Alden Ludlow

chairman of the F. E. M. A. Food Additives Committee was especially significant because of its common sense viewpoint.

The complete success of the convention was due largely to the work of the convention committee consisting of E. N. Heinz Jr., Chris Christensen, Bruce L. Durling, L. F. Haznaw and S. M. Kleinschmidt.

At the conclusion of the meeting the following new officers were elected:

President, Don C. Jenks.

First Vice President, Myron J. Hess. Second Vice President, E. N. Heinz,

Third Vice President, C. P. Mc-Cormick Jr.

Secretary, W. G. Grant.

Treasurer, Lloyd E. Smith.

Executive committee: S. N. Kleinschmidt, A. S. Wendt, and N. Winston. Advisory committee: William H. Hottinger Jr. and Leslie S. Beggs.

The nominating committee was composed of John N. Curlett, chairman, William B. Durling and F. J. Lueders. Winners of the annual golf tournament were:

Low gross, W. B. Durling; second low gross, James F. Whitescarver.

Net scores in order: Robert Koch, Raymond McCue, Richard Brainerd, Fred Huber, Edward Ham and J. O. Van Winkle.

Kickers: George Illes, Samuel Edwards, Richard Schranz, H. Dunning, F. J. Lueders, Richard Hall and John Zink.

In the Ladies' Group Mrs. F. J. Lueders captured first honors and Mrs. W. B. Durling took second honors while Mrs. Gene Kielhofer and Mrs. Don Jenks tied for third places.

Smell and Smelling. Dr. Hans Schmalfuss. Seifen-Ole-Fette-Wachse Nr. 15, 397 (1954).—The sense of smelling is the sense least known to us. The author discusses the relations between smell and language, the sense of smelling, scents and civilization, olfactory illusions, and the elimination of errors in smelling. He also gives a few interesting examples of the analysis of smells. Thru C.A.



Another cheerful group in the Firmenich & Co. suite: Seated left to right—Robert Horrobin, Charles Milton, Mr. and Mrs. Raymond McCue and William Foley. Standing left to right—Hubert Cole Jr., Richard Brainerd, Joseph Ferraro and Stanley Kirsch



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Flavor Additives in Candy

Analysis of the factors that should be given careful consideration in formulating any bills affecting the use of flavors in foods or candy. . . . Problems and a common sense approach to their solution

HAROLD JANOVSKY*



IEWING the mass of current feature articles relating to the subject of Chemical Additives, the confused food processor can only exclaim "What has man wrought!" Life becomes difficult when one must stop and puzzle problems like, When is a food ingredient, not a food ingredient?, When is harmful—harmful?, When is safe—safe?

We would suggest that the use of the term "Chemical Additive," in relation to the manufacture of food, be abolished and the term "Food Additive" be used, when discussing the subject.

Flavors are truly food additives. Many of the imitation flavors contain aromatic organic chemicals that are found in natural sources. For example, natural vanillin in vanilla beans, is of the same chemical composition and character as that produced synthetically. The same goes for the citral in lemons, benzaldehyde in almonds, etc.

Take the "alarm" out of a situation and it may prove to be a benefit. Polio was a dread disease when it entered the body from the unknown, yet when it is processed and injected as a serum it is a life-saver. So it may be with food additives, when the situation is properly defined, it undoubtedly will lead to many benefits to the food processor. The candy manufacturer should have a very keen interest in the present food additive situation because he uses many hundreds which fall in the following general classification:

- 1. Preservatives, and Anti-Oxidants
- 2. Emulsifiers and Stabilizers
- 3. Bleaches, Improvers, Maturing Agents
- 4. Buffers, Acidulants, Alkalies
- 5. Sweetening Agents
- 6. Nutrient Supplements
- 7. Firming Agents, Texturizers, etc.
- 8. Food Colors
- 9. Flavoring Agents

The last, namely, flavoring agents, are worthy of further discussion. The manufacturer of candy in many instances depends on the use of highly concentrated flavors, which are mixtures or aromatic organic chemicals, either in an isolated form, or in the natural state, as essential oils or botanicals. These imitation flavors are necessary to produce a clear product, with-

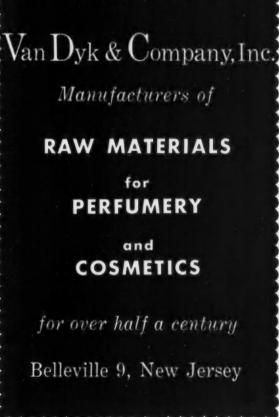
stand high temperatures and impart the desirable flavor that sells and glorifies the candy. The candy industry uses about four million pounds of flavorings per year. The sum total doesn't sound too fantastic, yet for flavors.—that's a lot of flavor! Without it, some candies would only be—sugar in one form or another. The flavor in some instances is the trademark of the manufacturer.

In the past years the use of chemicals has become a factor in everyday living. The spotlight was focused on chemicals in foods in 1951, when the Delaney Committee published its report. Since then the Miller bill (pesticides) came forth, followed by O'Hara and Priest bills, which continue the chemical additive issue. These bills may increase the authority and responsibility of the Food and Drug Administration over food ingredients used or added to food. The problem at stake is deciding whether a proposed additive is safe.

Our present law forbids the interstate commerce of any food that bears or contains a "poisonous or deleterious" substance. If the substance is naturally in food, it is forbidden, unless the quantity contained does not ordi-

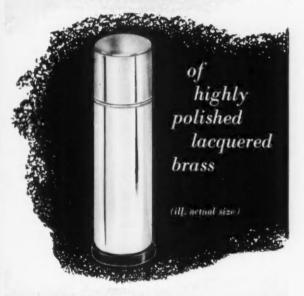
Virginia Dare Extract Co. Address before New York Chapter of the Association of Food Techpologists.





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*U.S. Patent No. 2710109

narily render it injurious to health. Added substances, if poisonous or deleterious, are forbidden, except where required in production, or where they cannot be avoided by good manufacturing practices. Then, they may be permitted by tolerances, which the Secretary of Health, Education and Welfare is ordered to issue.

If determination of "poisonous and deleterious substances" is made with regard to the actual use, on a per se basis, then just as science is in a constant state of evolution, our laws are in need of revision, expansion or reinterpretation, to conform to the need.

To define when a chemical additive is not harmful, sometimes is a difficult feat. For example, we know chlorine is harmful, yet when used in very small amounts it performs the useful task of purifying water. Therefore, the use of the additive, and how much, are very important factors that determine the interpretation of the terms "injurious and deleterious," particularly when tests for toxicity are conducted. If 10,-000 times the usual dose is injected into an animal, or fed directly, it may prove harmful, or if applied in concentrated form directly on tissue, it may be suspected of carcinogenicity.

The findings of some of these types of experiments have supplied good material for the "Chemical Additive Fiends." Many reports along these lines have been reviewed from all corners of the globe. Recently an article was noted that 1333 chemical products were tested for cancer causing properties. From the 1333 tested chemicals, (quote) "only the following flavoring agents had cancer generating properties": Chloroform, Furfural, Indol, and Scatol.

The above are rarely if ever classified as "flavoring agents", and less than 0.0001% would make a food product inedible. What other unnatural tests are made we don't know, yet a wrong and lasting impression is made on the unitiated. Any adverse publicity regarding unrealistic tests, as to toxicity of a chemical additive, reflects on the sales and integrity of an industry.

As self protection, many trade associations of the food industry have undertaken the task of conducting use surveys of ingredients, so that this information may be made available to interested investigators, as guides for determining experimental dosage levels.

The aromatic chemicals used in imitation flavors have the unique qualification of avoiding the danger of abuse in foods, due to their self limitation, in regard to palatability. Yet, reports circulate that test animals are injected with suspected chemical—this is done

because the animal cannot be forced to swallow the large dose of the chemical in question, in its concentrated form neither can a human being.

Problems Created

However, we must admit that the variety of possible flavor ingredients, their general low level of use, plus their poorly defined chemical composition, create problems in the light of the provisions of proposed new laws; such as:

- 1. Setting up and interpreting toxicity tests.
- 2. Setting tolerances as to average
- Developing practical analytical methods to determine the concentration of use in the complex mixtures involved, subject to the possible physical and chemical reactions that occur during processing.
- Collection of toxicological data to assess hazard (approximate cost \$50,000).

Special Considerations

Flavor chemicals should not be classed and governed by any proposed new rulings, unless they are given special considerations, based on the following facts.

- Flavor ingredients are used in trivial amounts in foods.
- Flavor ingredients are necessary in foods.
- 3. Flavor ingredients are self limiting in use.
- Very few flavor chemicals have enough commercial value to warrant full toxicity tests to determine safety.
- Difficulty of developing methods of analyses to detect small quantities and combinations, as well as interference with other food chemicals as used.
- Flavor chemicals appear in natural products and have been used in foods for a long time.

Discussing flavor additives, one must mention colors, since in Food, both have a relationship as to the enhancement of the finished product for consumer appeal.

Flavor additives enjoy the safety of palatability of a "control" against excessive use in a food, while color does not have enough taste characteristic to avoid excessive additions.

During the recent hearings, it was brought forth that the normal level on concentration of FD&C Orange #1 in foods is 10 to 100 parts per million, yet in certain candies it was used from 700 to 2000 parts per million. It is evident that concentration used in this particular type of candy exceeded

the concentration normally used in foods.

While pharmacological studies are important for the determination of problems relating to safety of use, consideration must be given to some system of "use tolerances" of food additives, so that modern interpretation of the terms, "harmless", "poisonous", or "deleterious" can be defined without injury to public health or causing unnecessary economical hardships to the food manufacturer.

Flavor Abstracts

Synthetic Colours in Use in the Pharmaceutical and Food Industries. New Methods of Extraction, Separation, Identification and Assay, III. W. Lhoest (J. Pharm. Belg., 1953, 8, 7-8, 371-391).-Methods for the identification and assay of dyes used in the food and drug industry are described. Chromatographic separation effects some identification. This may be confirmed by a paper chromatographic method described in which simultaneously prepared chromatograms of the test dye and those that most closely resemble it are compared; identification by classical reactions is detailed for 19 dyes. Quant. assay of the dves is possible by comparing the colours of the chromatographically separated extracts with these of standard samples. Analytical Abstracts May, 1954. Abstra. 989.

Prevention of Fading Color of Strawberry Juice. Shigeru Yamasaki and Shozo Ichikawa (Nagano Agr. Expt. Sta.). J. Utilization Agr. Products 1, 96-8 (1954).—Na salts of phosphoric acid (4%) and pyrophoric acid (2%) prevent discoloration of strawberry juice, but taste was harmed. Sucrose and glucose were effective. Thru G. A. 8981h.

Determination of Fatty Oils in Citronella Oil. A. I. Biggs (Univ, Malaya, Singapore). Anal. Chem. 26, 602-3 (1954).— Detn. of glyceride oil in citronella oil was based on detn. of glycerol. The oil is sapond., various org. material removed with ether, and the glycerol is detd. in the aq. residue by the periodate method. C.A. Vol. 48, No. 13, 7917.

Flavor Notes

New Citrus Extraction Machine in Cyprus Successful

The new extraction machinery designed by the Food Machinery Corp. of Florida and California, is now in full operation according to Lanitis Bros. Ltd. Since it processes 40 tons of fruit per 8 hour day, Lanitis expects their production this season will be tripled.

Soap Section

Impurities in Soap Stock

Different kinds of impurities and how they are located and what should be done to remove them

PAUL I. SMITH



MPURITIES in soap stock take many different forms. The simplest and easiest to remove are the so-called mechanical impurities which consist mostly of sizable pieces of foreign matter, such as dirt, sand, wood chips, meal, hair, bone, animal tissue, fabric from filter cloths, husks and bran from seeds, etc. Most of these settle to the bottom of the oil container and the oil can be freed from them by decanting or pumping off all but the dregs. Filtration is, of course, a certain method of removing all mechanical impurities.

Second Type of Impurities

The second type of impurities consists of those complex organic bodies present in all vegetable matter which gives to it its rich natural color. Allied to such compounds as chlorophyll, enthrophyll and xanthophyll are all kinds of dark coloring matters of uncertain origin and still more uncertain chemical composition. These may be present naturally in the oil or fat, particularly in low grade recovered greases, or be produced by improper treatment of the oil, such as subjection to heat, oxidation and metallic salts, particularly iron.

Coloring matter of all kinds, but especially the dark substances present in low grade animal greases, is very difficult to remove. To do so may necessitate chemical bleaching followed by treatment with an activated earth and filtration. Mechanical bleaching with earth is not usually able to effect the desired degree of improvement.

Odoriferous matter present in recovered fats and other types of oleaginous material is usually removed by bleaching, especially with reducing agents. Sometimes heat treatment brings about a considerable improvement in the bouquet of the fat; and superheated steam is one of the most effective means of heating the offending oil.

Other types of impurities, such as free fatty acids and emulsified or colloidal matter, can be removed by very thorough mechanical methods, such as treatment with activated earths and filtration.

Procedure Suggested

The usual procedure with oils is to pump the oils from the storage tank through a filter press which can be trusted to remove a large proportion of the moisture with the insoluble matter. This method is a great improvement on the old method of settling which produced a large proportion of "foots" that were difficult to dispose of. Filtration under reasonable pressure eliminates the insoluble nitrogenous matter, the carbohydrates,

glycerol and filth but free fatty acids, emulsified and colloidal matter and, of course, such things as soluble ferments, etc., are left untouched. Some authorities point out, however, that many of the impurities which are present in the filtered oil are not stable and may be broken down by boiling with superheated steam of about 150 deg. C. in an open pan and adding a suitable coagulant.

Probably one of the finest methods is covered by a lever's patent and consists of first treating the oil with 4 per cent Tonsil earth which has been previously acidified with sulphuric acid. The mixture is then heated to 95 deg. C. for about two hours, during which time it is well stirred, then filtered and then transferred to a high vacuum chamber where it is heated to 245-285 deg. C., with superheated steam at 7 lb. per sq. in. absolute pressure being passed through. After two hours bleaching is completed and even the most obstinate impurities are removed. The method is particularly useful in the case of oils containing free fatty acids as these are carried off by the steam and on a large scale may be profitably recovered. According to one report, by this process it is possible to bleach and deodorize palm oil, bone grease, second quality tallow, palm kernel oil and almost any type

Book Reviews

NEW PRACTICAL FORMULARY by Mitchell Freeman. Chemical Publishing Company, Inc., New York 10, N. Y. 1955, 400 pages, size 51/2 x 81/2 inches, indexed. Price \$7.95.

A collection of workable formulas for all endeavors starting with agriculture through waterproofing. One hundred pages, one quarter of the book, contain formulations for practically every kind of cosmetic.

In the gathering of formulas, the author must be careful of "style." Thus, in one formula glycerin is indicated. In the following recipe, glycerol is used. Sometimes mineral oil is used, other times it is white mineral oil; again it is beeswax, white beeswax, snow-white beeswax, sun-bleached beeswax and bleached beeswax; similarly it is triethanolamine and ethanolamine and so on.

Some of the cosmetic formulas seem new enough but others do not. Among the rouge formulas, colors are described by names no longer used having been replaced by appropriate D & C designations. The freezing point data for water-alcohol mixtures on page 282 is all wrong.

The recommendation of germanium dioxide for increasing red blood corpuscles is not a wise one on page 292. It has been established that sulfur will destroy germs that might have gained entrance into the sebaceous glands (page 296). It is questionable if the toothpaste formula on page 305 will keep from spoiling in its present form.

This is a collection of formulas and data. One wonders if the author is conversant with some of the fields he covers. The handling of some of the data does no credit to the author.

This is another "formulary"—a sort of catch-all. If you need something like this because you do not have a "formulary," it fills a need. But double check anything suggested for drugs or cosmetics. Don't accept it as gospel because it is in a book.—M. G. deNavarre

AMERICAN CHEMICAL INDUSTRY, by William Haynes, in six volumes. D. van Nostrand Co., New York 3, N. Y., 1954, 3377 pages, size 6½ x 9½ inches, illustrated and indexed. Price \$76 the set or \$15 per single volume.

To write a history such as this is truly a labor of love. Probably no one else in the industry has the broad background of author Williams Haynes, formerly publisher of "Chemical Industries." It was a fortunate day when William Hale convinced Mr. Haynes to take up a job started earlier by the now deceased Charles Herty and Francis Garvin. The cost of this ten years work has been borne by the members of the chemical industry, sparked at first by the late Dr. Willard Dow and soon after by Edgar Queeny.

Author Haynes points out in his "To the Reader" preface that he realizes that even in the pages taken up in the present volumes, he is unable to do the exhaustive treatment that he would like.

Volume I gives the background and beginnings of the American chemical industry from 1608 to 1910. Let me recite a few of the "firsts" in the United States.

The first glass works in 1608 at Jamestown; Cambridge College established in 1637 and changed to Harvard in 1638 upon receipt of £779 and 400 volumes; Ben Franklin and father made soap and candles in 1716; first course in chemistry taught at Kings College 1767; first chemistry book in U. S. was published in 1770; the first chemical society (of the world) was founded in Philadelphia in 1792; Colgate starts business 1806; first canned goods made in 1819 and the USP was first issued in 1820; 1829 coconut oil was introduced into soapmaking; 1837 P & G started to make soap and candles; Kohnstamm started making ultramarine in 1851: American Pharmaceutical Association formed in 1852: first liquid soap patented in 1865; Vaseline first made by Chesebrough in 1870 and in 1871 Fritzache Schimmel and Company was formed. Lehn and Fink started in 1874; Synfleur Scientific Laboratories in 1889; Van Dyk started in 1902 and M.M. and R. started in 1907. These are just a few of the highlights out of Volume I which covers a period from 1608-1910.

Volume II takes in World War I from 1912-1922 wherein it is clearly shown how the chemical industry of the United States was totally unprepared for war. The great need for any and all chemicals gave many companies the backing needed to guarantee later growth.

Volume III continues a discussion of the problems of the new industry. It includes a chapter on page 327 on natural and synthetic aromatic materials including the influence of men like Von Isakovics, Van Dyk, Isermann, Dodge, Burton Bush, the Fries brothers, Ittner, Felton and many others. Volume IV covers the "Merger Era" through 1930. This was indeed a well coined name for those times. The reading is most fascinating. Chapter 12 (page 294) reviews the progress in scents and flavors through that period.

Volume V reviews the "decade of new products" during the period 1930-1939. Perfumes and cosmetics comprise Chapter 19 (page 282). Ruzicka's work on musks is mentioned. The work of men like Goldschmidt, Evans and McDonough, Max Factor, Burton T. Bush, Ungerer, Kleber, to name a few discussed in this roundup of the industry.

Volume VI is devoted exclusively to the histories of over 200 companies. Included is the earliest origin of the company, its affiliations, subsidiaries, mergers and present officials. From this industry the following companies' histories are factually recorded: Colgate, C. E. Ising Corp., P & G, MM.&R., Los Angeles Soap Co., van Ameringen-Haebler, Verona, Van Dyk and Co., William R. Warner and Co.

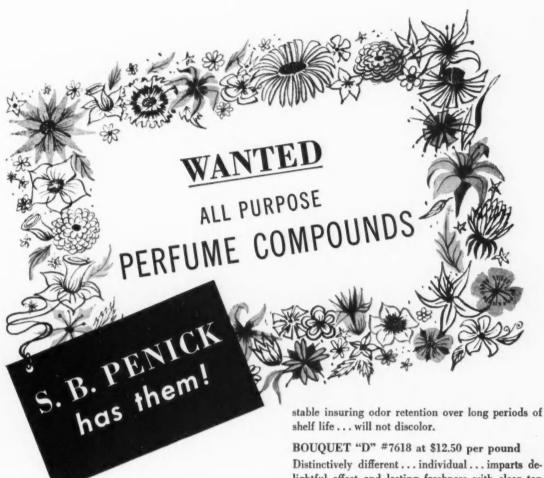
This reviewer saw no misspelled words. The data that could be checked seemed correct. Extensive appendices and tabulations appear in the first five volumes. Prices of chemicals, tariffs for various periods and hundreds of other useful data are included.

A number of convictions emerge from reading this monumental effort. First, that this is a land of opportunity, a fact recognized by the nationals of many countries who had a hand in creating its great chemical industry. Second, that many of the businesses were on or nearly "on the rocks" but stubborn sticktoitiveness brought them through. (Some of them are not small names either.) Third, failure once or twice did not stop men from trying again. Fourth, that nowhere more than here is it true that "from acorns, great oaks grow." Fifth, the U. S. chemical industry has often broken a strangle hold on some natural or synthetic material, bringing the price down precipitously as in the case of ionones, menthol and the musks, for example, Sixth, that obstacles, depressions, government controls, fights for survival, always acted as industry stimulants. Seventh, that the future of the industry is brighter than ever.

It is hoped that author Haynes can complete a seventh volume covering the decade or more after 1939.

Historically, this is a must for every chemical library. Individual volumes may be had if one does not want the set although there is a considerable saving in buying the set.

Author Haynes has succeeded in his goal. The entire chemical industry is thereby forever beholden to him and has been greatly enriched by this mammoth effort.—M. G. deN.



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EWS and EVENTS

L. A. Jewish Welfare Fund Announces Good Progress

Cosmetic Division, Los Angeles United Jewish Welfare Fund drive, which launched its campaign early in May, reported "good progress" with strong possibilities that the current drive would surpass the division's 1954 final total, E. M. Stolaroff (Natone Co..) Cosmetic Division chairman, announced.

Principal speaker at the kickoff dinner was Max Firestein of Max Factor Co. and vice president of the Los Angeles Jewish Community Council.



From left to right: Arnold L. Lewis, Studio Cosmetic Co., Division Co-chairman U. J. W.; Max Firestein, of Max Factor, Vice President of U. J. W.; E. M. Stolaroff, President Natone Co., Cosmetic Division Chairman, U. J. W.; Albert B. Gordon, Pensick & Gordon, Commercial Secretary, U. J. W.

Foreign Merchandise To Be Shown at Gift Show

Merchandise for sale to the American market will be exhibited for the first time by the governments of Cyprus and Ceylon at the third U. S. International Gift & Fancy Foods Show.

Exhibitor commitments for the show, scheduled to take place at the Hotel Sheraton Astor, New York, on August 21-26, are running well ahead of last year, with 90% of the display area already contracted for.

Countries being represented include France, Switzerland, Germany, Italy, Holland, Belgium, Denmark, Norway, Sweden, Portugal, and India.

Breyer Gains Control of Robbins Cosmetics

Donald A. Breyer, West Coast advertising executive, has gained a controlling interest in Anatole Robbins, Inc. cosmetics firm, it was announced by Mrs. Lenora Robbins, widow of the founder of the company.

Mrs. Robbins will remain on the board and will be in charge of product control and development. In regard to the transfer, Mrs. Robbins stated, "My husband had a profound regard for Mr. Breyer's capabilities and frequently sought his advice."

Mr. Breyer has served many cosmetic accounts, some of which are 42 Products, "Kings Men" Toiletries, Sav-On Drug Stores, Thrifty Drug Stores and others. He was a partner in Factor-Breyer, Los Angeles advertising agency, which later merged with Doyle Dane Bernbach, the New York agency for "Max Factor" cosmetics.

Marvin D. Kaufmann, Siroil Laboratories president, will aid in the management of the business as board chairman.

BIMS of Boston Hold Second Ladies Night

BIMS of Boston, under the chairmanship of Hart Harris, Jr., S. B. Penick & Co., held their second annual ladies night at Weston Golf Club on April 30. The attendance was even larger than last year with guests present from New York.

Cocktails were served from 6:30 to 8:00 p. m., followed by a roast beef dinner. There was also music provided for dancing. Arrangements for the party were in charge of Gerry D'Amico, Fritzsche Brothers Inc., and Harold Coleman, Rexall Drug Co. was chairman of the favor committee. Door prizes were won by Mrs. James A. Dugan, Mrs. Warren Kell, Mrs. Richard C. Brown, Mrs. Lyle Stymiest, Mrs. Edward J. Wyluda, Mrs. Harold Coleman, Mrs. James E. Norbury, Mrs. Ray Coveney, Mrs. E. C. Richardson, Mrs. F. J. Hailer, Mrs. T. Fred Baker and Mrs. Al Sidoras.

Record Turnout At Calif. Cosmetic Assn. Golf Tourney

The annual golf tournament of the California Cosmetic Assn. was held April 29 at the championship Riviera course in Brentwood, Los Angeles suburb. Thirty-nine association and guest members took a crack at par with the following four walking away from the 19th hole with prizes under arm: Winner of low net (66), guest prize, was A. L. Wherley of E. V. Irving & Co. Low net (68) member prize was won by Bill Clevenger, Avon Products. Low gross (83) was won by Tom Sheffield, The Sheffield Tube Corp., and the Blind Bogey prize (81 net), was won by Bob Alexander, of U. S. Industrial Chemicals Co.



After visits to New York and Hollywood, Raymond Hass, president of Harrier Hubbard Ayer Paris, made a very pleasant stopover in Hawaii on his round-the-world business trip. While being initiated into native customs, he instructs two Hawaiin beauties in the French art of make up. Everybody concerned seems to enjoy this fair exchange.

Barber's Journal Notes Growth of Barber Shop Merchandising

Reflecting an asserted trend to product merchandising in barber shops, the *Barber's* Journal has altered its editorial contents so that 40 per cent of its text deals with retail merchandising.

The magazine claims as an example of the growth of barber shops as retail outlets that they lead in distribution of electric razors.

N.B.B.M.A. to Hold Annual Convention on August 13

The National Beauty and Barber Mfrs. Assn. will hold its 14th annual convention on August 13 at the Hotel Statler, New York.

Blunt Named President Of Glass Container Inst.

Royden A. Blunt was elected president of the Glass Container Manufacturers Institute, Inc., at the Institute's eleventh annual meeting at the Greenbrier hotel, White Sulphur Springs, May 10.

Blunt is president and general manager of the Buck Glass Co., Baltimore, Md. For the coming year he will head an association whose members now produce some eighteen billion glass containers annually.

J. P. Levis, chairman of the board of directors of Owens-Illinois Glass Co., was elected first vice president of GCMI, and F. W. McDonald, vice president and general manager of Glass Containers, Inc., second vice president.

Factor's Quarter Earnings More Than Double Last Year's

Earnings of Max Factor & Co. in the opening quarter of 1955 were more than double those for the corresponding period a year ago, president Max Factor, Jr., announced recently.

For the three months ended March 31, 1955, net earnings, after all charges including provision for Federal taxes on income, amounted to \$746,687. This

was equal to 35 cents a share on the 2,115,500 shares of Class A and common stock outstanding. For the first quarter of 1954, net earnings were \$305,715, equal to 14 cents a share on the 2,140,500 shares outstanding on March 31, 1954. Earnings in both periods are shown after amortization of goodwill amounting to \$50,000 in 1955 and \$37,500 in 1954.

Gross profit (sales, less cost of goods sold) totaled \$4,406,300 for the quarter ended March 31 last, compared with \$3,137,624 for the same months a year ago.

Narva Laboratories Buys Herco

Benjamin D. Gilbert, president of Narva Laboratories, Inc., announced recently the purchase of Herco Laboratories. This is the initial step by Narva, in the launching of plans for broadening and extending the company's field of operations. James M. Ness, vice president, was formerly vice president of Mary Chess, Inc. He will be in active control of all company activities, and is presently negotiating the purchase of a new industrial site in the metropolitan New Jersey area.

Assisting Mr. Ness are William S. Fairhurst, sales manager, and Angelo Caputo, perfumer. Mr. Fairhurst was formerly president of the Cosmetic

Industry Buyers and Suppliers Assn., vice president of Tombarel Products Corp., and sales manager of Fleuroma, Inc. Mr. Caputo was a partner in the Herco Laboratories, and has been actively engaged in the flavor and fragrance field for the past 26 years.

Ph. Chaleyer Installs Equipment For Making Soluble Resins

Ph. Chaleyer Inc., long a specialist in the manufacture of Soluble Resins extracted from Natural Gums such as Labdanum, Galbanum, etc., trademarked by them under the name of Fluidaromes and Resinodors, announce that they have installed new equipment. Their new continuous process they report, reduces to a minimum the length of contact of the resins with heat and operates at low temperatures. The apparatus is glass lined throughout which gives a product lighter in color, of a better odor, resulting in finer quality.

S.C.C. of New York Announces Ladies Night

There was no meeting of the New York Chapter of the Society of Cosmetic Chemists because of the semiannual national meeting held May 13, but the Society announces its June 15 meeting which will be ladies night, featuring Miss Hazel Bishop as speaker.

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Latchford-Marble GlassWins Smog Test Case

After six days of trial, a jury of ten women and two men returned a verdict of "not guilty" on all counts in favor of Latchford-Marble Glass Co., taking only forty-five minutes after they entered the jury room.

Latchford had been accused of creating smog in the Los Angeles area by emitting smoke from its furnaces. The jury was unanimously convinced that any visible emission was water vapor, according to reports. Lachford's furnace operation being typical of the industry, the case could have far reaching significance.

Procter & Gamble Plan Philippine Industry

President Magsaysay recently received W. L. Lingle, vice president of Procter & Gamble, who informed him that his company was completing plans for setting up a new 4-million dollar industry in the Philippines which would save for the government an estimated P7-million in import allocations annually.

Lingle said that as a member of the International Chamber of Commerce, he would tender a report on the economic possibilities in the Philippines to be utilized by the US government in shaping its economic policies in the Far East.



Commissioner Angela Parisi, chairman of the New York State Workmen's Compensation Board, was guest speaker at the annual ladies day meeting of the Cosmetic Industry Buyers and Suppliers Assn. (CIBS), held in New York May 5. Greeting Miss Parisi are Harold Anderson, left, president of CIBS, and Ben Perry, Perry Bros., chairman of the group's membership committee. Miss Parisi reported that the new administration is trying to help eliminate unfair competition for New York State's industries by pressing for a raise in the Federal minimum wage.

Maybelline, Costa Ice Cream Renew on WCBS Radio

The Maybelline Co., for its line of ladies' eye make-up, has renewed its contract for three participations a week for 52 weeks on WCBS radio, it has been announced by sales manager Henry Untermeyer.

Costa Ice Cream has renewed its schedule of three participations a week for 39 weeks starting May 30. Others renewing or buying time are Barbasol Co., Coca-Cola, McKesson and Robbins, Good Humor Ice Cream and Nextle Co.

Lee Limited to Sponsor Sid Caesar Summer Show

Lee Limited has announced that it will be one of the sponsors of the Sid Caesar summer show in support of its new deodorant Dri-Mist and the new formula hair spray, Sof-Set No-Lac.

The show will emanate from the NBC studios in New York City on Monday evening from 8 to 9 o'clock, beginning July 4 and continuing through August, three weeks out of every four.

Dodge & Olcott Move San Francisco Office

Dodge & Olcott, Inc. announce the removal of their San Francisco Sales Office under the direction of Frank Murdock, to 503 Market Street, San Francisco 5, California.

T.G.A. Announces Convention Dates

The Toilet Goods Assn. has announced the dates for its 1956, 1957 and 1958 annual conventions as follows: May 15, 16, 17, 1956; May 7, 8, 9, 1957; and May 13, 14, 15, 1958.



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The Ishah fragrance line, pictured above, captured the Charles S. Welch Award for packaging in the \$1.00 or more retail bracket at the Annual Toilet Goods Assn. Convention held at the Waldorf-Astoria Hotel, May 11. This is the third time that Charles of the Ritz has received the cosmetic industry's coveted bronze plaque award for outstanding packaging design.



Pictured above is the Dorothy Gray "Figurine" fragrance series, winner of the Charles S. Welch annual award for the best package of 1954 at a popular price. Presentation of a bronze plaque was made to Joseph Keho, president, during luncheon at the 20th annual Convention of the Toilet Goods Assn., May 11. Judges were Mrs. Kay Jameson, former executive director of the Fragrance Foundation, Michael Meisler, cosmetic buyer, Saks-Fifth Avenue, and William V. Toffey, editor of Drug Trade News.

TGA Grooming Booklet for Women Discussed by Maggi McNellis

The booklet entitled "Good Grooming for Women in the Armed Forces" recently distributed to service women by the T.G.A., was featured on the Maggi McNellis TV show on Friday, May 13.

A representative from each branch of the women's Armed Forces was interviewed, in addition to the author, Miss Myra N. Conklin.

William Beard Explains Theory of Advertising to Perfumers

What advertising is and how it functions was explained to a large gathering of members of the American Society of Perfumers in the Advertising Club, New York, by William K. Beard Jr., president of Associated Business Publications Inc., May 18. The address was highlighted by numerous apt anecdotes and proved to be informative and interesting. Mr. Beard was introduced by Pierre Bouillette program chairman with his usual skill and good humor.

Monthly meetings will be resumed in the Autumn. Ladies Night will be held October 14 at the Latin Quarter. Dr. Hilary Herchelroth is chairman of the committee arranging the affair.

Dr. Oliver L. Marton, program chairman of the first open symposium of the Society, distributed printed copies of the papers and proceedings to the members.

\$20,000 Lump of Ambergris Flown to J. Manheimer

One of the largest lumps of ambergris ever imported into the United States was flown to J. Manheimer, New York, from Norway, May 10. The lump



Ambergris shortly after arrival

was of grey color and when it was broken open June 2, it was reported that the quality was uniform throughout. About a year was taken completing negotiations for the ambergris. In the photograph are Edwin and Paul Manheimer inspecting the lump after its arrival.

Copies of First Open Symposium of American Perfumers Available

Printed copies of the first open symposium held under the auspices of the American Society of Perfumers March 16 have been printed and are available to anyone interested. All papers and a complete stenographic report of the proceedings together with a list of all who took part are included. Copies may be had from the Secretary of the American Society of Perfumers, 601 West 26 St., New York 1, N. Y., for one dollar per copy.

New Merchandising Plan for Year Around Gift Appeal

Cooperative holiday gift sales promotions of non-competitive items are offered to manufacturers by the newly formed "Gift Council." The organization plans campaigns tieing in with such occasions as Valentine's Day, Mother's Day, Father's Day, Christmas, June Bride, etc. Gifts will be featured in a full-color, double-page spread in *The Saturday Evening Post*. Each participant will be buying a com-

plete merchandising package, including thorough promotion at store level.

D. C. A. T. to Hold Panel, Lunch on June 22

The Drug, Chemical and Allied Trades section of the New York Board of Trade will hold a special luncheon and panel discussion at the Waldrof-Astoria, June 22. Featured on this program will be the panel discussion with E. T. T. Williams, chairman of the executive committee of Warner-Lambert Co. acting as moderator.

Patent Office Discontinues Trade Mark Warnings

The Patent Office has announced that its practice of sending to trademark registrants notices of the requirements for filing Affidavits of Use, under Section 8 of the Trade-Mark Act of 1946, was discontinued as of January 1, 1955. If you have a trade-mark registered or republished under the act, you will have to be vigilant to avoid having it cancelled through failure to file the Affidavit of Use within one year next preceding the expiration of six years, following its date of registration or republication.

Hazel Bishop Inc. Launches Compact Make-Up

At the Hazel Bishop Inc. eastern regional sales meeting held in New York in May, final sales and merchandising plans were set for the cosmetic company's newest product, "Compact Make-Up." Advertising for "Compact Make-Up" began the first week in June. It was also announced that the special \$3 million ad and promotion budget allocated to introduce the new product will provide for: two new TV programs, plus This Is Your Life, TV spots and constant trade and newspaper advertising.

The two new TV programs which Hazel Bishop Inc. will sponsor 52weeks-a-year, in addition to This Is Your Life, are: Place the Face and the Dunninger Show.



Left to Right, here are Hazel Bishop's 3 top sales executives!—Steve Gardner, National Sales Manager; Dave Margolies, National Dept. Store Sales Manager; and Donald Burr.



J. D. A. Maps Plans For June Dinner

Top leaders in the drugs and cosmetics industry at a recent organizational meeting mapped plans for the annual Joint Defense Appeal dinner to be held June 28 at the Hotel Plaza, New York, N. Y. This year's JDA Drugs and Cosmetics Division chairman is Joseph Rosenwald, Affiliated Drug Stores, Inc. Charles Green,

United Cigar Whelan Stores Corp., is associated chairman.

The June affair will launch the division's industry-wide effort in support of the JDA campaign to raise \$5,000,000 nationally to finance the activities of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith. JDA is the sole fund-raising arm of AJC and ADL, the nation's oldest and largest community relations organizations safe-

guarding democratic rights and promoting better relations among Americans of all faiths and races.

Pictured (left to right) are: Otto J. Cohen, Charles of the Ritz; Stephen C. Ogden, Alfred Dunhill of London, Inc.; Samuel Rubin, Faberge, Inc.; Mr. Rosenwald; Mr. Green; Adolph Perlmutter, Mark Trading Co.; Jean Millon, Coty, Inc.



Gets Watch—Has Good Time! Harry Corriden (the man in the middle) field sales manager of Dorothy Gray, Ltd., is congratulated by Edward Plaut (left), president of Lehn & Fink Products Corp. and chairman of the board of Dorothy Gray, as he joins the Lehn & Fink Quarter Century Club. He was presented with a gold watch during dinner at the Waldorf-Astoria Hotel, N. Y., May 3. Harry is smilling because he just figured up the total years of service of the 107 members is 3,201 and says it makes him feel very young. Plaut was also honored by employees for his 40 years of service with the corporation. The dinner also marked the company's 81st birthday and saw the induction into the quarter century club of those who have completed 25 years with Lehn & Fink.



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Avon Products Sponsor "Family Night"

Again this year, laboratories of Avon Products, Inc. sponsored "Family Night at Avon," offering families and friends of employees the opportunity to see cosmetics and toiletries in production.

This year the "night" became "nights" as over 1100 people requested the tour. On May 2 and May 9, the plant was in operation from 12 noon to 9 p.m., instead of the regular shift, for the convenience of the visitors. Five tours were held each afternoon and evening, and each group of 8 to 10 guests was accompanied by a regular Avon guide or a member of the management group.

During each tour, the groups stopped at a number of points in the laboratories while the guide explained the operations taking place. The tour ended in the Avon cafeteria where ice cream, cake and coffee were served and a gift was given to each guest.

Max Factor Adds Two To Board of Directors

A member of the third generation of the Max Factor family was elected



Sidney Factor

to the board of directors of Max Factor & Co. at the firm's annual stockholders meeting.

In order to bring some of the younger and active associates of the



Alfred Firestein

company into the executive management council of the business, two vacancies in the board, created by enlarging it from seven to nine members, were filled by the election of Alfred Firestein and Sidney Factor.

Firestein now is the youngest member of the board, 30, and the first of the third generation of Factors to be elected a director of the firm. He is grandson of the late Max Factor, who founded the company in 1909, and the son of Max Firestein, executive vice president. Sidney Factor is the youngest of Max Factor's four sons.

Am. Chemical Soc. Features Panel Discussion

'Women, Cosmetics and Chemistry" was the theme of a panel discussion by six experts-three women and three men-at the annual meeting of the American Chemical Society's New York section, May 6. Miss Hazel Bishop was moderator of the discussion and panel members were: Miss Ruth Boyle of Good Housekeeping magazine's beauty clinic; Dr. Beatrice Kesten, assistant clinical professor of dermatology, College of Physicians and Surgeons. Columbia University: Miss Florence E. Wall, cosmetologist and consultant; Dr. G. Robert Clark, chief of the division of cosmetics, Food and Drug Administration; Dr. Samuel M. Peck, associate clinical professor of dermatology, College of Physicians and Surgeons, and attending der-matologist at Mount Sinai hospital; and Dr. Phillip Polatin, chief of female service, N. Y. State Psychiatric Institute, and associate professor of clinical psychiatry, College of Physicians and Surgeons.

Whittaker Announces New Canadian Agent

Dalex Co., Ltd., has been named Canadian representative for Whit-taker, Clark & Daniels, Inc., New York 13, N. Y., for distribution of the Whittaker line of minerals, colors and pigments in Canada.

With Dalex offices and warehouses located in both Montreal and Toronto, Whittaker is now distributing such products as 399 magnesium silicate, hydro magna paste, and magnesium oxide from these points. It is expected that these new facilities will be adequate enough to carry stocks of many Whittaker products in the future.

Shulton Announces Netherlands Subsidiary

George L. Schultz, president of Shulton, Inc., announces the formation of a subsidiary in Leiden, Netherlands. The new corporation, Shulton N. V., marks the company's first manufacturing and distribution organization in Europe.



John H. Douglas

The Netherlands subsidiary resulted from increasing sales of Shulton products in the European markets and represents another link in the Shulton world-wide expansion program.

The primary object of the Netherlands subsidiary is to provide European representatives with Shulton products that can be sold at competitive prices in the various countries. John H. Douglas Shulton European sales representative for the past two years, will manage the new subsidiary.

Cosmetic Credit Men Hear Mix on Foreign Credits

At the last meeting of the Drug, Cosmetic and Chemical Credit Men's Association a talk was given by Harold Mix, general credit manager of S. B. Penick & Co. and was much appreciated. Mr. Mix spoke on procedures in checking foreign credits as parallel with domestic problems. Members all agreed that it was one of the best presented topics they have ever had the privilege of listening to.

European Chemists Hold Mark Jubilee Meeting

The American Society of European Chemists and Pharmacists held their Mark Jubilee Meeting, May 27 at the N. Y. Academy of Sciences building. Featured speakers were Elkan R. Blout. Polaroid Corp., who spoke on "Herman F. Mark, the Scientist and the Man," and Carl Neuberg, New York Medical College, who gave a presentation of an "ASEC Medal for the Promotion of International Scientific Relations" to H. F. Mark. Kurt Hess, Technische Hochschule, Hanover, formerly K. W. I. F. Chemie, spoke on "The Ultrastructure of Fibrous High-Polymers." An informal reception in honor of Professor Mark followed the

Soap Tonnage Sales Increase 10%

Soap industry tonnage sales of soaps and synthetic detergents for the first quarter this year increased 10% over the previous quarter. Compared with the same quarter in 1954, which was an abnormally high quarter, however, a decline of 9% is indicated. Manufacturers, representing a high per cent of the industry volume, participating in the quarterly sales census conducted by the Association of American Soap & Glycerine Producers, reported 888,-778,000 pounds valued at \$205,478,000. Dollar sales for the first quarter this year were up 11% over the previous quarter but were 4% below the first quarter 1954.

Reported sales of synthetic detergents totaled 552,841,000 pounds, valued at \$127,144,000, up in tonnage 14% over the previous quarter but 2.5% under the first quarter 1954, and up dollarwise 13% over the previous quarter, but 2% under the first quarter 1954. Sales of synthetic detergents represented 62% of the total market, an increase of 2% during the quarter.

Total soap sales for the quarter were 335,937,000 pounds, 4% above the previous quarter but 17% under the same period a year ago. Dollarwise soap sales amounted to \$78,334,000, 8% ahead of the 4th quarter 1954, but off a like amount from the first quarter last year.

A comparative analysis of liquid synthetic detergent sales indicates a continuing expanding market. Reported sales for the first quarter this year totaled 32,768,000 pounds. Compared with the 29,208,000 pounds reported for the previous quarter, and 28,960,000 pounds for the first quarter 1954, sales for the first three months this year have advanced 12% and 13% respectively.

Perfume Especially for Dogs Appeals to Queen Mother

A perfume especially created for dogs by Dr. Jean J. Martinat after extensive research into the biological and other conditions that had to be met has been successfuly tested over a period of years and is now being offered under the name of Kennel No. 9 by Poodles Inc., New York. Poodles Inc. is operated by Alexis Pulaski, a breeder of perigreed poodles. Dogs do not have pores and perspire through their tongues but develop a body odor which had to be neutralized by the perfume in addition to giving a fitting fragrance for the animals.

The perfume for dogs so satisfactorily met the requirements that when Queen Mother Elizabeth of England came to the United States in October

1954 to take part in the Columbia University bi-centennial celebration she ordered a supply of the perfume which was taken back to England with her. The perfume is sprayed on the dogs by aerosols. Another perfume serves to freshen up kennels and remove obnoxious odors from them.

Chicago S.C.C. Hears Goldfarb Talk

The June meeting of the Chicago Chapter of the Society of Cosmetic Chemists featured Dr. A. R. Goldfarb, professor of Biophysics, Chicago Medical School. Dr. Goldfarb discussed "Biophysical Methods of Research Applicable to Cosmetic Problems."



Dr. A. R. Goldfarb

The subject covered outlines of Radioisotope Techniques, Electrophoresis, and Ultra Centrifuge studies and their possible applications to cosmetic problems.

Dr. Goldfarb received his B.S. degree from the Gollege of the City of New York; M.S. University of Chicago, and Ph.D. New York University. He has held industrial positions in the cosmetic, pharmaceutical and textile industries.

Gair Opens New Container Plant in Atlanta

To meet the expanding demand for corrugated shipping containers which accompanies the growing industrial activity in the southeastern states, a well-equipped new container plant has been opened at Atlanta, Georgia, by Robert Gair Co., Inc.

The Atlanta plant, one of 18 in which Gair fabricates shipping containers, began operation in March. It comprises approximately 50,000 square feet of manufacturing and office space in a newly constructed building located 5 miles northwest of the city. It has ample parking facilities and is located on a railroad siding.

Arden Denies Charges Of Unfair Competition

Elizabeth Arden Sales Corp. has filed an answer denying charges of unfair competition brought by Pellex Inc. in a \$1,000,000 suit.

Pellex, which manufactures a hair removing cream of the same name, went to court last month charging Arden with unfair practices in the promotion of its depilatory, Sleek.

The complaint charges that Arden has a network of store demonstrators who appear impartial in their recommendations, but who actually try to divert Pellex sales by defaming it.

Arden has denied all the charges of unfair competition and is asking the Federal District Court in New York to dismiss the complaint. They admit to having "demonstrators at cosmetic counters in department stores throughout the United States" and that these demonstrators "are paid in whole or part, directly or indirectly, by defendant (Arden) to promote and foster the sale of defendant's products."

Motivation Research Panel Feature of TGMA Convention

A business panel on motivation research was a feature of the 27th annual convention of the Toilet Goods Mfrs. Ass'n. of Canada when it met at Whiteface Inn, Lake Placid, N. Y., June 5-9.

The panel, moderated by R. J. Avery, executive vice-president of Ronalds Advertising Agency Ltd.. Toronto, was composed of Dr. Bernard Hymovitch, research associate of the Massachusetts Institute of Technology and director of the Motivation Research Centre, Montreal; Ken McAdam, manager toilet sundries dept. of the T. Eaton Co. Ltd., Montreal; Stanley L. Hutchings, advertising manager of MacLean's Magazine and Reginald Cary, managing director, Drug Trading Co. Ltd., Toronto.

The panel discussion took place at the morning business session, June 7. Charles L. Bean of Montreal is president of the association which is made up of manufacturers, distributors and agents for most of the cosmetics, perfumes and beauty preparations sold in Canada. Associate member firms, who are suppliers to the industry, were also in attendance.

The Western Division report was made by Edward Williams and the Eastern Division report by Andre Ligne. At the annual President's Banquet Miss Elizabeth Hughes spoke on "Cosmetics and the Woman Today."

Motivation research was the theme of a business panel of which Ray Avery acted as moderator.



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... a perfume oil blend which is ever popular . . . at \$12 per lb. 1.00 per oz.

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Among

Our

Friends

HOWARD ROUND has been appointed supervisor of chain drug and grocery division of Charles Antell Inc. Mr. Round brings to Charles Antell 27 years of specialized experience and a broad background in the cosmetic trade. Formerly he served as general sales manager for five years at Five Day Laboratories and director of chain store sales for the Pepsodent Co.

E. A. WILLIAMS, vice president and general manager of Pond's Extract Co. of Canada Ltd., was elected president of the Toilet Goods Manufacturers Assn. at the 27th annual meeting held in Lake Placid, N.Y. In 1946, Mr. Williams joined the Pond's Extract Co. of Canada Ltd. when the

company established its own plant in Canada. He was plant manager for one

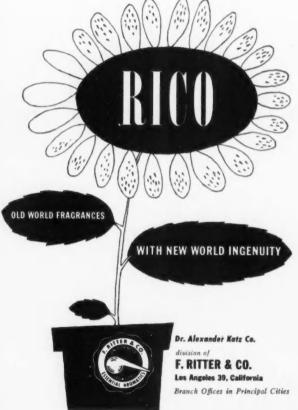


E. A. Williams year and then became vice president and general manager. He is also presi-

dent and director of Pond's Extract Co. International. Mr. Williams is a member of the Kiwanis and Granite Clubs in Toronto, the Board of Trade and Canadian Manufacturers Assn. He is married and has two children.

MAURICE G. COUDERCHET, manager of Charabot & Co. Inc., New York, has been sending commemorative stamps issued by the French government as a tribute to the flower and perfume industries to the customers of his company. Some weeks ago *Life* magazine had an illustrative reference to this new series of stamps which the French government has been issuing in honor of its industries. The one on flowers and perfumes is among the most recent ones issued.





HAROLD HUTCHINS, long associated with the drug and cosmetic field, has joined the McCall Corp. as a special representative to that industry for Redbook Magazine. A former retail pharmacist, he was for a number of years Editor of American Druggist Magazine. He has subsequently served



Harold Hutchins

in advertising and editorial capacities with Hillman Periodicals, Fawcett Publications, Haire Business Publications, The American Perfumer and others. His appointment to this newly created post is a recognition of the important contribution which the beauty and health pages are making both to Redbook readers and advertisers. Mr. Hutchins brings to this new

position the experience of a man who intimately knows the products and problems of his field.

ROBERT G. ALLEN has been promoted from Market Research Analyst to Assistant Director of Marketing Research, it was announced by CIBA Pharmaceutical Products Inc. Born in Cleveland, Allen attended Western Reserve and Seton Hall universities. Before joining CIBA in 1945, Mr. Allen was office manager of Goshen Labora-

PHILIP CHALEYER, head of Ph. Chaleyer Inc. and Mrs. Chaleyer are on an extended vacation tour in Europe which will include visits in Grasse and Paris, France, principal cities in Western Germany and an extended tour of

ROBERT G. TUCKER, Ph.D., formerly research biochemist at Thaver V. A. Hospital, Nashville, Tenn., has joined the Science Information department of Smith, Kline & French Laboratories as a senior literature scientist, the pharmaceutical firm has announced. From 1951-55, he was employed as a biochemist in the research laboratory of Thayer V. A. Hospital and simultaneously he worked as parttime instructor at the Vanderbilt University School of Medicine.

HAROLD C. TILLINGHAST, director of purchases, has been elected vice-president of the Northam Warren Corp. He has been associated with the Northam Warren Corp. for the past 15 vears in various capacities. For the past six years, he has been director of pur-



Harold C. Tillinghast

chases. He is a member of the Purchasing Agents Assn. of N. Y. and of the Southern Connecticut Purchasing

JAMES V. SHANNON, JR. has been named manager of marketing for Winchester Toiletries which is a newly formed unit of the Olin Mathieson Chemical Corp., marketing a new line of men's grooming aids.



SALES REPRESENTATIVES Los Angeles

Brookfield

DR. JOSEPH SCHULTZ, president of Lady Esther and a director of the parent company, Zonite Products Corp., has resigned both positions to accept the presidency of Consolidated Cosmetics, manufacturers of Lanolin Plus products. His duties will be assumed by Charles T. Silloway, presi-



Dr. Joseph Schultz

dent of Zonite. In his new affiliation Dr. Schultz will succeed Karl Kaempfer as president and J. Leslie Younghusband, founder of the Lanolin Plus line, who recently sold his interest in the firm. Dr. Schultz joined Lady Esther in 1940 as chief chemist, rose to the position of general manager and then to the presidency in 1951. Previously he was research director for the New York Quinine and Chemical Works, Inc.

THEODORE OSTROWSKI, Germaine Monteil, Inc., who is treasurer of the New York Chapter of the Society of Cosmetic Chemists, flew to Paris May 15 on a business trip which will keep him in Europe for some

MRS. HERBERT SCOTT, of Smith & Scott Ltd., Baileys Bay, Bermuda, left New York by airplane June 3 for an extended European tour which will include visits in Portugal, Spain, France and England.

JACK H. MOHR has been appointed general manager of the Lentheric Division of Olin Mathieson Chemical Corp. Mohr has been director of marketing for Lentheric since March, 1954. He joined Lentheric as vice president and director of advertising in March 1952. Before that, he was assistant to the president of Richard Hudnut. Mohr will be in charge of all operations for Olin Mathieson's Toiletries Division.

ANDRE GIVAUDAN, a director of L. Givaudan & Cie., S. A. of Geneva and its affiliated organizations, left the United States on May 23 for Paris after completing his semi-annual visit to this country. Mr. Givaudan had arrived here on May 9 and attended the convention of the Toilet Goods Assn. where he renewed acquaintances and discussed industry problems with his many friends in America. He also visited Washington, D. C.

PIERRE HARANG, vice president of Houbigant, appeared as a guest of Mrs. Frances Tripp on WBAL-TV. Baltimore, Md., May 25. He discussed fragrance, the proper method of choosing it, and its place in today's fashions.

DR. ERNEST SHIFTAN, van Ameringen-Haebler Inc., who is president of the American Society of Perfumers, accompanied by Mrs. Shiftan sailed May 15 for a month's stay in France which will include stops in Grasse and Paris.

JOSEPH A. GAUER joins Clarence Morgan Inc. of Chicago and will specialize in vegetable gums, benzoate of soda, waxes, fatty acids and chemicals. Gauer represented Fritzsche Brothers Inc. in the Middle West for 25 years until illness from which he has recovered completely caused his retirement. He is past president of both Chicago Drug & Chemical and Chicago Perfumery Soap & Extract Assns.

E. W. WILSON has been appointed to the newly created position of group vice president, supervising all Armour & Co. non-food divisions. The non-food divisions include the Armour Auxiliaries (soap, chemicals, adhesives, coated abrasives, curled hair and ammonia), Armour Laboratories, Armour



E. W. Wilson

Fertilizer Works, Armour Leather Co. and Winslow Bros. & Smith Co. (sheep leather and wool). Wilson has been



F. B. Patton

vice president and general manager of the Armour Auxiliaries since 1949. F. B. Patton, general manager of the chemical division, becomes general manager of the Auxiliaries, and J. M. Hoerner succeeds Mr. Patton as general manager of the chemical division.

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America's Original Lanolin Producer ESTABLISHED 1914 Sales Office: 509 Fifth Ave. New York, N.Y. V. R. MANEK has started his own business as of May I under the name of Prakash & Co. in Malad, India. The



V. R. Manek

company specializes in essential oils, aromatic chemicals, menthol and thymol, etc. Malad is a suburb of Bombay.

JULE GORDON, a sales manager in the toiletries field, has joined with Fred Evans to form the Gordon-Evans Sales Co. The organization will specialize in the barber and beauty field. As of May 1, they became exclusive vales representatives for the J. B. Williams Co.

PAUL P. WOOLARD has been promoted to the position of sales manager of Prince Matchabelli, Inc., it was announced by Owen Stoner, president. Woolard joined the company in 1950 as a salesman and three years later was appointed assistant sales manager.

A. L. van AMERINGEN, president of van Ameringen-Haebler, Inc. has accepted an appointment as vice-president of the Mental Health Fund campaigns currently being carried on by the National Assn. for Mental Health. Mrs. A. Felix DuPont, Jr. is national chairman for the drive and Walter D. Fuller, chairman of the board of the Curtis Publishing Co. is vice-president along with Mr. van Ameringen whose responsibility is the solicitation for contributions among the major industrial companies of the nation.

JEROME A. STRAKA, who has been executive vice president of the Chesebrough Manufacturing Co., Consolidated, has been named president of that company succeeding Arthur B. Richardson who has been named chairman.

WILLIAM A. ARKO and FRANK A. BALL have been appointed to the positions of direct sales representative and sales representative respectively for Ungerer & Co., Inc. it was announced by Stuart Goodwillie, general sales manager. Mr. Arko will be







Wm. A. Arko

located at the company's Chicago district sales office where his territory will constitute several mid-western states served by the Chicago office. Mr. Ball is also headquartered at the company's Chicago district sales office and will cover adjacent mid-western states as his territory.

JACQUES GUERIN, president and managing director of Parfums D'Orsay in France, arrived in New York June 2. M. Guerin and J. I. Poses, president of the American company, discussed coordinated plans for promotion and packaging. Mr. Guerin arranged to arrive in America earlier than usual this year in order to attend the wedding of Mr. Poses' daughter, Barbara Joan, which will take place June 19, at their summer home in Westport, Conn.



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This message is directed to purchasing agents and perfumers who have a really rugged price-control problem for their rose compounds:

The citronella derivatives have so advanced in price that these products have become a serious problem in any formula tied to a rigid cost. Naturally, efforts are made to use the less desirable fractions of Citronella and also products which are completely synthetic. Needless to say the result is a general increase of the chemical and cold notes which must be corrected.

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SAMPLES ON REQUEST

AMERICAN REPRESENTATIVE OF SYNAROME PRODUCTS

WILLIAM F. FISCHER retiring general sales manager of Magnus, Mabee & Revnard Inc. was honored May 31 by company executives and many business friends at a dinner in the Manhattan Club, New York, N. Y. In presenting Mr. Fischer with a gift of appreciation from the directors PERCY C. MAGNUS, president stated that Mr. Fischer had served the company longer than any other member of the staff, having started as an office boy under his father Percy Cecil Magnus Sr., founder of the business, in 1907. Mr. Magnus spoke feelingly of Mr. Fischer's long and faithful service. Other speakers were Robert B. Magnus, J. B. Magnus, George H. Mc-Glynn, R. P. Ford, Andrew Heide, D. P. O'Connor, R. J. Schulze and L. J. Woolf. Mr. Fischer plans to spend several months with his son, a colonel in the Marine Corps whom Queen Elizabeth II recently appointed an Honorary Commander of the Most Excellent Order of the British Empire in recognition of his services in Korea.

GEN. LUCIUS D. CLAY (Ret.) was elected a member of the Board of Directors of General Aniline & Film Corp. at the annual stockholders meeting. Clay is chairman and chief executive officer of The Continental Can Company, Inc.

Obituary

William A. Webster, Sr.

William A. Webster, Sr., chairman of the board of the drug firm of William A. Webster Co., Memphis, Tenn., died May 10 after a two year illness.

Albert Guiteras

Dr. Albert F. Guiteras, consulting chemist and director of the Hudson Laboratories, died of a heart attack May 26 while visiting the office of the Bristol-Myers Co. A well-known figure in the chemical field, he had served as research coordinator, treasurer and director of bacteriology and toxicology for Foster D. Snell, Inc., consulting chemists.

In 1927 and 1928 Dr. Guiteras had served as a junior chemist of the Food and Drug Administration and for the next two years he was with the health department of New York.

Dr. Guiteras was born in Matanzas. Cuba. He was fifty years old and leaves two sisters in Matanzas.

Arthur G. Linde

Givaudan Flavors Inc. regrets to announce the death of Arthur G. Linde, sales representative of Givaudan Flavors Inc. in the New York-New Jersey area. Mr. Linde passed away May 6 after a long illness in the Fort Hamilton Veterans Hospital. He is survived by his widow and two young children.

Harold G. Robinson

Harold G. Robinson, vice president and director of Whittaker, Clark & Daniels, Inc., died May 3. Mr. Robinson was 57 years old.



Harold G. Robinson

He was originally associated with the firm of W. B. Daniels in 1916 and thereafter became a sales representative for the new company when W. B. Daniels and the W. H. Whittaker Co. combined in 1918. In 1940 he became executive vice president of the company.

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Market Report

Raw Materials Appear Easier

There were several firm spots in the raw materials market, but the general tone appeared to be easier. A number of articles that had previously displayed strength gave way to the influences of greater selling pressure. Several factors served to influence the general tone including a quieter de-

mand and a keener desire on the part of some interests to reduce present holdings before new crops start to come into the market. Articles that would be materially affected by a flare up in the Far Eastern situation appeared less tense.

Domestic Oils Easier-

The price trend in the general group of domestic oils was easier. Losses were noted in oils wormseed and wormwood, and despite the unusually tight supply position in high test peppermint oil for many months, some offerings were coming out in the market at below previously quoted levels. Cutting of new crop mint will not get underway until mid-July and it is still rather early to obtain a clear view of the outlook regarding distillation of new oil. Demand for wormseed oil has proved highly disappointing over the past several weeks. Oil cedarleaf was steady to firm, but cedarwood registered a further decline with offerings noted at 95¢ to \$1.50 per pound.

Citrus Outlook Bright-

While overall demand for citrus oils proved rather disappointing over the past month, the approaching summer resulted in some improvement in both inquiries and orders for the account of extract manufacturers and consumers in the beverage and confectionery trades. Trade in lime and orange oils fell far short of anticipated volume over the past two years but current low prices on both articles should tend to lift consumption over the coming season.

New Crop Vanilla Arrives-

First lots of new crop Mexican cut vanilla beans arrived here over the past month. It was a sizeable quantity amounting to approximately 25,000 pounds with an estimated value of nearly a quarter of a million dollars. New crop whole beans will not begin to arrive here from Mexico for at least another month. The yield from the new crop in Mexico proved disappointing thus resulting in higher costs of green beans to curers. The new crop in Mexico including whole and cut beans is estimated at between 150,000 to 200,000 pounds whereas in more favorable years the crop amounted to 350,000 to 400,000 pounds. The prices for new crop Mexican cut beans range from \$9 to \$9.50 per pound. Prices for Bourbon beans were a shade firmer at the close of last month after declining to \$8.50 to \$9.25 per pound. Reports from Madagascar stated that a decree had been issued which prohibits growers and curers to handle immature vanilla beans. As the result of the new law no early buying of new crop beans has been noted.

Aromatics Moderately Active-

A moderate amount of activity was noted in aromatic chemicals. There was a fairly good inquiry for those articles that go into aerosols and in a general line of proprietary items that should enjoy a good sale over the coming vacation period. Eugenol and the ionones displayed a softer tone to reflect the more recent downward trend in clove and lemongrass oils. Geraniols, however, turned firmer and linalool was likewise stronger.

Citronella Oils Irregular-

The price trend in citronella oils was irregular to lower. Prices on Ceylon oil lost some ground and the Formosan oil remained in a highly sensitive position. Any real disturbance in that area could lead to renewed scare buying and prevent a normal price trend.

Glycerin Active-

Based on the number of glycerin orders booked for June delivery overall volume for that month is expected to equal or surpass the tonnage for May. There has been 1,000 tons of crude glycerin put up for sale in the Argentine in the early part of last month. An Argentine firm was the highest bidder for the crude in bulk amounting to 700 tons while bids for the remainder of the tonnage in drums were cancelled. The United States has failed to obtain any sizeable quantities of crude from the Argentine this year and the supply position in domestic crude glycerin has remained exceedingly firm. Through recent trade agreements with other countries it is generally believed that virtually all of Argentina's exportable surplus glycerin will be required in exchange for other commodities.

Solvents In Good Supply—

Alcohol prices were reasonably firm at previous levels. In fact there was less price shading in the market than there had been in the earlier months of the year. It was generally believed that if major producers succeed in maintaining price schedules through June that a generally firm situation can be expected to prevail over the balance of the year. Demand for alcohol was well diversified. A heavy tone existed in acetone in the face of steadily increasing supplies coming into the market. There were reports of further price shading which in the face of an increasing supply could lead to a further reduction in producer prices.





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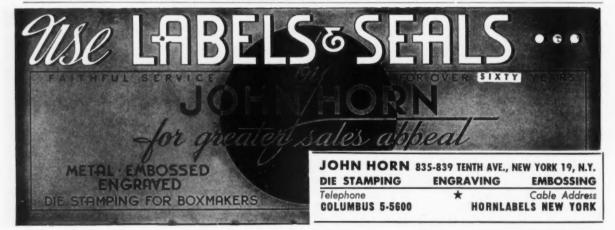
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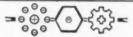
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The American Perfumer

AND ESSENTIAL OIL REVIEW

JULY 1955

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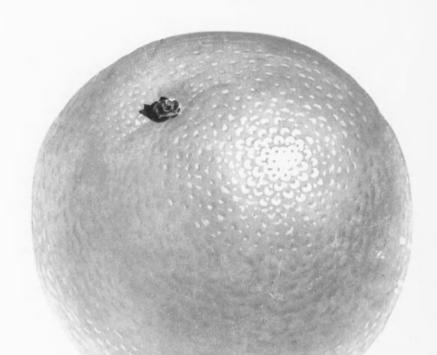
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